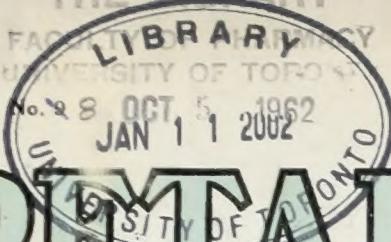


VOL. 8 No. 8 OCT. 5 1921
JAN 11 2002



The

RETAIL DRUGGIST

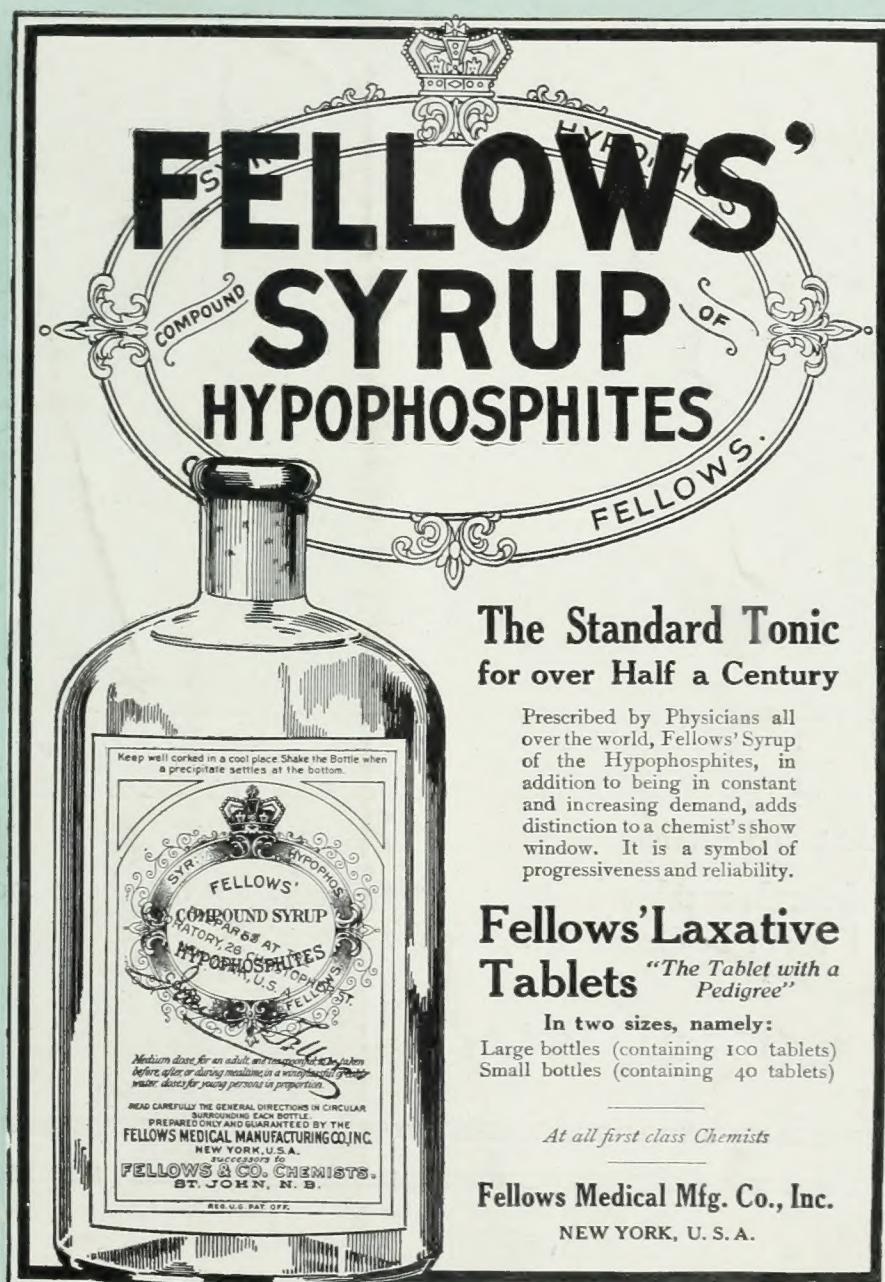
of Canada

Published by
The Commercial Press, Limited

SEPTEMBER, 1921

51 Wellington Street West
Toronto

62 West Broadway
American Druggists
New York, N.Y.



FELLOWS'
SYRUP
HYPOPHOSPHITES

The Standard Tonic
for over Half a Century

Prescribed by Physicians all over the world, Fellows' Syrup of the Hypophosphites, in addition to being in constant and increasing demand, adds distinction to a chemist's show window. It is a symbol of progressiveness and reliability.

Fellows' Laxative Tablets "The Tablet with a Pedigree"

In two sizes, namely:
Large bottles (containing 100 tablets)
Small bottles (containing 40 tablets)

At all first class Chemists

Fellows Medical Mfg. Co., Inc.
NEW YORK, U. S. A.

RS
1
.R48
v.8
no.8
1921
c.1
PHARMACY

A detailed description of the advertisement: The central focus is a large bottle of Fellows' Syrup of Hypophosphites. The label on the bottle is ornate, featuring a crown at the top, the brand name 'FELLOWS'' in large letters, 'SYRUP' and 'HYPOPHOSPHITES' below it, and 'COMPOUND' on either side. The label is surrounded by a decorative scrollwork border. A small tag above the bottle reads '62 West Broadway New York, N.Y.' and 'American Druggists'. The background of the advertisement is a light green color.

JONES SECTIONAL UNITS



An example of the beautiful effect produced by the **Jones Interchangeable Units**, efficient and serviceable.

The **Jones Interchangeable Units** are being imitated but have never been equalled. Do not be deceived by similar names.

Send for Catalogue.

Jones Bros. & Co., Limited
Drug Store Builders
29-31 Adelaide St. West
TORONTO

Thoroughbred BRUSHES

THE bristles of a Ruberset Brush are embedded in a flint-like grip of vulcanized rubber so that it is impossible for even a single bristle to come out.

That is what first gave Ruberset Brushes their world-wide reputation for service.

Then, combined with this extraordinary process of manufacture, you find in Ruberset Brushes the first grade material and workmanship.

These principles strictly maintained enable us to guarantee Ruberset Brushes absolutely.

Our slogan is "Ruberset Brushes must make good or WE WILL."

Every dealer that sells brushes of any kind, for any purpose to which a brush can be put, will find Ruberset Brushes most satisfactory and profitable to sell.



RUBBERSET BRISTLES
Hold "like a puppy to a root"

We want to hear from every dealer in Canada not at present handling Ruberset Brushes. Please write us for any information you desire on the subject of brushes for any purpose.



**RUBBERSET
COMPANY, LTD.**

Factories: Toronto and Gravenhurst, Ont.



Quality Seeds
Perfectly
Blended

There's health and song for the cage bird in every packet of Spratt's Mixed Bird Seeds. Their many points of excellence mean a steadily increasing trade for the store that stocks them.

**SPRATT'S
MIXED BIRD SEED**

SOLD ONLY IN 17 oz PACKETS

Canadian Agents:—

Quebec: F. Hughes & Co., 109 Place d' Youville, Montreal
Ontario: A. R. Y. Colclough, Room 203 Pacific Bldgs. 23 Scott
Street, Toronto
Western Canada: Hamblin-Bereton Co., Ltd., Winnipeg
British Columbia: F. W. Kendrick & Co., 313 Carter Cotton
Bldg., Vancouver
Maritime Provinces: H. Dickinson 167 Prince William Street,
St. Johns, N. B.

Spratt's Patent Limited, 24-5 Fenchurch St.
LONDON, E.C.3, ENGLAND

Buy
Ferber's Capsules

They are the Best

Your doctor prescribes them. Your customers insist upon getting them.

1500 VARIETIES

Large stocks for immediate delivery
kept at our Canadian office.

Ask our representative to call, or
write for price list and samples to

110 Church St., TORONTO

Phone Main 6196

ROBERT FERBER, LTD.

Manufacturing Chemists

98-104 Oakley St., Lambeth, London, S.E., Eng.

**RECOMMEND
Beecham's Pills
TO YOUR CUSTOMERS**

Beecham's big, continuous advertising *pulls*. It will pull the buyers of Beecham's Pills into your store — bring the good Beecham Profit into your till if you co-operate by keeping well-stocked with Beecham's Pills and featuring them among your store displays.

Beecham's Pills have the largest sale of any medicine in the world.

HAROLD F. RITCHIE & CO., Limited
SOLE AGENTS

Toronto, Ontario

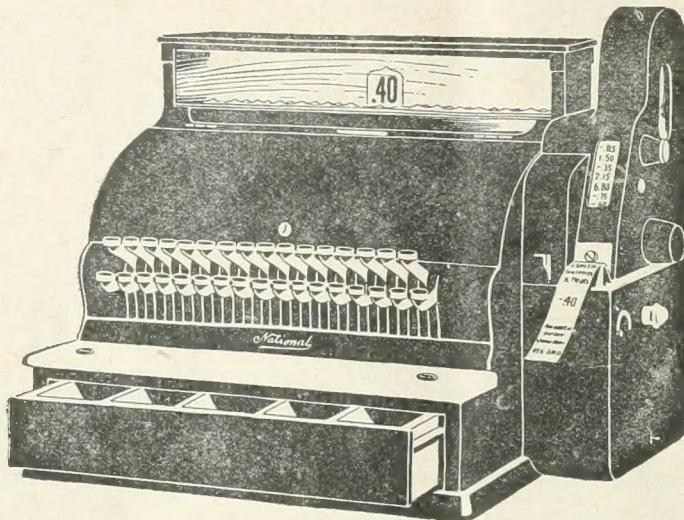
Canada

The intelligent public know better than to experiment with their stomachs—they buy Beecham's Pills because they have been tested and proven by millions of people for more than

70 YEARS
25c 50c



Another improvement in National Cash Registers. Low-priced receipt printer.



To all merchants:

When you press a key on this register—

- (1) It shows the price of the article.
- (2) It prints a record for the merchant.
- (3) It prints this receipt for the customer. →
- (4) It opens the cash drawer.
- (5) It adds up the money received for the day.

J. BLANK
214 Main Street
Blankville

.40

Amount of
Purchase Shown
Above

05 SEPT 10

Copy of receipt printed for
each customer

Now there is a receipt-printing National Cash Register for every line of business.

Old registers bought, sold, repaired, and exchanged.
Easy payments. Liberal allowance for old registers.

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

PUSHING STATIONERY SALES IN THE DRUG STORE

Galt, Ontario, druggist largely features writing papers—R. W. Meikleham builds up huge stationery department—Links with other lines.

THE City of Galt, Ont., is a literary town, and it is as well a town in which large quantities of stationery is used. They both seem to go together—books and stationery.

While the city seems well supplied with book and stationery stores—there are three important stores of this nature on the Main Street—R. W. Meikleham, proprietor of The White Store, seems to get his share of this trade.

The White Store, so called because of its white colored front, does a very large trade in stationery. In fact it is the one principal line after drugs and prescriptions that Mr. Meikleham handles, and the proprietor has built up since commencing in business in this store one of the biggest stationery trades that can be found in any drug store in Ontario.

One whole side of the store is given over to the stationery department, and a capable young lady clerk is in charge. The rest of the sales staff of the store are also always ready to lend a hand when their services are required.

The shelves along this one side are stocked with all kinds of stationery sundries. The paper line is an extensive one, as Mr. Meikleham feels he has to cater to all classes of his community.

All Classes Buy Stationery

The school trade demands large quantities of writing pads, the girls want the special sizes they like, and the boys the larger ones. The literary people of the town want the plain, good linen grades, and the society clientele the dainty papeteries that appeal to the better classes.

But Galt is a great manufacturing city—the Manchester of Canada and the workers there have "caught the habit" of writing to their friends and relatives both "at home," in the "Old Country" and in other parts of the Dominion. These people, too, being large spenders, must be catered to. When all these elements are considered it can readily be seen that a large stock and a great variety of writing papers must always be on hand.

At the present season, and during the summer months, there is a somewhat lightening in sales, but no let-up is allowed to take place in the store. Proportionate to the importance of the stationery department the windows are used frequently to display the new stationery lines as they come into stock. That means that stationery trims are more frequently used than any other one line.

Of course, the windows are used more frequently for display purposes in winter than in summer time, for the very good reason that kodaks are another big line that links up well with stationery, and summer is the big selling season for kodaks and photographic goods.

A "Tempt" Table

One of the principal inducement features tried out to tempt sales is a table of specially-priced stationery that stands in the centre of the store. Frequently changed, and

with a small price card in front of the display, the lines on show sell themselves.

In advertising Mr. Meikleham is a firm believer. In winter more publicity is done than during the hot weather months. He is then catering and appealing more especially to his home town trade. The local paper is the principal medium used; every other day an ad. appearing drawing attention to some particular line or one or other department of the store.

The White Store has two large display windows, and these at all times are used to acquaint the passerby with the various side lines carried inside. Besides the kodaks which sell well in the stationery department in summer, a large line of leather goods is also carried. Three large silent salesmen act as combined counter and display cases on the stationery side of the store. One has high grade stationery; another kodaks and photographic supplies; and the third the smaller sized leather articles. Gramaphone records, also, are carried.

The other side of the store is devoted to the drug and patent medicine department, with silent salesmen filled with candy, toilet goods, cigars, etc. A large and well-kept prescription department occupies the rear section, with the proprietor's office in front of the partition.

While Mr. Meikleham did not wish to say how large his turnover or profits were in the stationery department, it is safe to infer that sales run close to five figures. So successful has he been in his business that a year ago he took his chief clerk into partnership in a new drug store he purchased at Preston and in that one year doubled the sales as compared with the previous year. The Preston store, on the main street of that town, trades under the names of Meikleham & Dalton.

Stationery

Do you realize that the stationery you use is an advertisement of yourself, and therefore should be of the best? Into each letter steps something of yourself not written—intangible, invisible, but there, enclosed. It is YOU, expressed in terms of paper quality, letter quality.

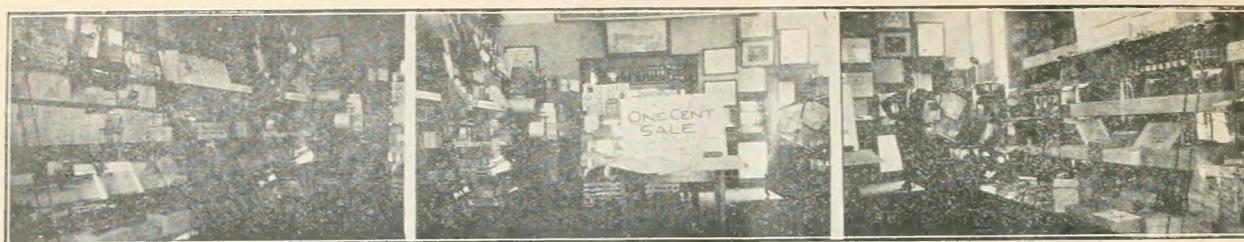
OUR ASSORTMENT IS OF THE BEST AND HIGHEST GRADE.

Why not choose here?

The White Drug Store

R. W. MEIKLEHAM, Prop.
MAIN STREET

GALT.



FEATURING PERMANENT ONE-CENT SALE TABLE

J. Scott Luckham moves slow sellers and tag ends by special table display in centre of his Port Elgin store.

THE above series of illustrations show the interior of J. Scott Luckham's drug store at Port Elgin, Ont. Mr. Luckham, before purchasing this business, was manager of Dunnigan's Barton street store in Hamilton, and there he gained much experience in handling side lines. As a result he is making a success of the various lines he is now carrying in his Port Elgin store.

His present store has a frontage of 30 feet, with two large display windows, and a depth of 45 feet. Of the windows Mr. Luckham makes great use. He has an especially good business in kodaks, and one of the windows feature these and photographic goods seven months in the year.

The "one-cent sale," which is not new, has been adopted as a special feature in the Luckham store, as one may see by a glance at the large sign in the centre picture. A table is continually used for the display of lines that are slow sellers and might otherwise become dead stock. This table is placed in the centre of the store, and every week a new assortment of odd articles and tag ends of lines are placed. The card on this table reads: "Our one-cent sale—Continued on these odd lines we wish to clear out."

This continuous "one-cent" table appears to be a good thing, as it helps move slow lines and gets back into the druggist's hands money that is invested in these goods. It is better to take a slight loss on such goods than a dead loss later on.

The wrapping paper used by Mr. Luckham carries with every package some of his publicity. Besides his name, address and phone number, the wrapper tells the lines that are carried in the store.

Since opening his store Mr. Luckham has been appointed ticket agent for the C. P. R. He is also sales agent for Eastman photographic supplies, the Brunswick and Phonola phonographs and records, Nyal, Rexall and No-Dru-Co. remedies, besides putting up some foot lotions of his own.

For a small town drug store J. Scott Luckham is building up a good trade.

GETTING RICH BY LOSING MONEY.

Five, ten and fifteen cent stores have the science of getting rich by losing money down to a fine point.

Scan the windows of metropolitan 5, 10 and 15 cent stores and you'll find 50 cent goods at ten or fifteen cents not uncommon. But look deeper. Note that the

whole window is, perhaps, filled with that one item, or at least it is the only money losing thing in sight. Go inside the store and observe that practically every item you see pays 50 to 100 per cent, profit at the popular 5, 10 and 15 cent prices.

There is not a particle of mystery about it. Five, 10 and 15 cent stores deliberately set aside a few articles out of a thousand on which they lose money.

Casual inquiries over the counter, when met by alert clerks, become big orders.

They do this in lieu of advertising. They rely on the leaders in their show windows to fill the store with customers, who will conclude that everything is equally cheap.

Is not there a lesson in this for all retail merchants? Most men are willing to sell ten articles a little under usual price, yet they shrink from even cutting one under cost. It takes more nerve to lose \$10 on one item than it does to lose \$1 each on ten articles. But the net total is the same, and a window full of some well-known 50 cent thing at a dime will pull more people in and set more tongues wagging than ten items whose prices are barely nibbled.

GIVING LIFE TO WINDOW SIGNS.

A good many window signs lack life and as a result do not attract the attention that the dealer would like. To overcome this difficulty a moving window sign can easily be arranged. This is done by suspending any desired sign in the centre of the window by a string reaching to the top of the window, and by pulleys running along to the door to which it is attached. The opening of the door pulls the string and raises the sign, while when the door is closed the sign moves downward. If it is not heavy enough to return readily to its original position a weight can be placed on it in some manner.

A druggist who wished to attract the attention of the people across the street made use of this idea and found it productive of good results.

Visitor: "How does the land lie out this way?"

Native: "It ain't the land that lies; it's the land-agents."

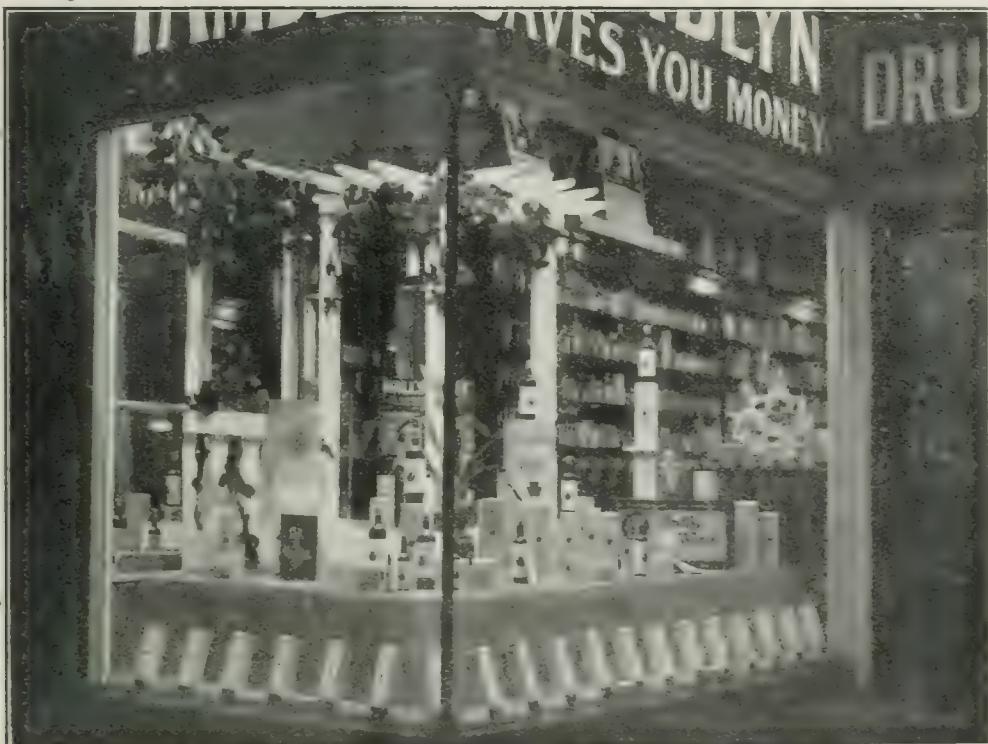
WINDOW DISPLAYS SHOULD FORGE LINK WHICH PRODUCES ACTION

By Gordon Schonfarber at Atlanta Advertising Convention

THE principles of window display work are very similar to those of advertising, for window displays and advertising must perform the same function.

The same type of mind, the same vision, are necessary in the fundamental planning of a display as in planning

outside or "consumer view point" which is one of the advertising man's most precious assets not often possessed by other than advertising men. For if a person with only the merchandise viewpoint is in the saddle, a store's displays are too likely to continuously show the things the



This Toronto drug store window shows a simple though neat display. The background greatly helps in making the trim effective.

an advertisement or store event. The means employed in planning a display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very primary grade of selling technique is the same—the same as your advertiser uses daily as his tools. A display, like a salesman and like a printed advertisement, to get results must proceed somewhat along the sequence of first, getting attention, then arousing interest, developing interest into desire, and intensifying desire to the point where action results.

The same keen appreciation of news-value and timeliness and appraisal of the worth of a "stunt," the same clarity of expression, the same knowledge of the principles of art, the same recognition of the value of neatness and order with contrast to secure emphasis and relieve monotony, are as necessary in the man who controls the display policy of a store as in the man who produces and regulates its advertising columns and expands or contracts the appropriations for any given line of goods.

The merchandising sense and sound business principles of the display planner must be wisely tempered with that

store wants to sell, instead of the things the shopping community wants to buy.

And when we add to these points the unique fact that the display often is merely an extension of an influence in the consumer's mind begun by a printed advertisement, we forget, it seems to me, just as the display itself often forgets, the connecting link in the chain of conclusive evidence which produces *Action*.

O. C. P. DOINGS

The Ontario College of Pharmacy has deferred for a year or two the enlargement of its present premises on Gerrard street, east, Toronto.

Some 164 students are already enrolled for the term commencing on September 3. Only 192 may be accommodated. There are 55 students whose enrollment is paid for 1922-3.

A change is to be made by which students, who must now serve an apprenticeship of four years in a drug store and one year in college, will serve three years in a store and

Successful Window Displays Must Sell Goods

THE success of window advertising is easily noticed by the effect the different store windows have, their attractiveness, and their selling power. The store that gets steady patronage to-day has a window display and front reflecting prosperity, progress and success.

Within the past twenty years there has been a noticeable improvement in store fronts in all large cities. In old times the style, if such it might be called, was to lay the goods in the window on the floor. The goods all formed a heterogeneous mass. To-day, the most practical demonstration possible is given the lines to be advertised, and window advertising and newspaper advertising are so closely connected that usually the two fields are used simultaneously.

The punch in window advertising, the same as in newspaper advertising, is nothing less than the best, most attractive, and interesting impression, striking hard and sinking deep, caused by the advertising method. Window advertising to-day is but an evolution of the old time peddler's way of getting business. The days are not so remote when the tin peddler drove to the gate, and, letting down the different doors of



A window display of perfumes and toilet articles is always seasonable. Coming on the tail of the articles make an especial appeal to patrons.

his wagon, displayed his wares; still earlier customs used to require for the peddler to first gain admission to the customer's home and create desire of ownership as he arranged his merchandise before the members of the house, often on the floor.

Successful window advertising cannot be expected if the campaign is carried on by any other than the most modern and up-to-date methods. Old-fashioned windows and narrow ledges and bottoms will not do.

In advertising, there are just two classes, leaders and trailers. The leaders get the profits and the trail-

ers have hard work to keep square. The modern store has a fresh and neat appearance on approach; and large, one-pane windows have taken the place of the five and six paned ones of twenty years ago. This form of advertising requires time for execution. A day is not too much to spend on some complicated lines in securing the public's admitted punch in window advertising.

The window itself should be of good depth, six feet or a little more, and dust proof and well lighted. Window fixtures are a prime necessity; good work cannot be done without fixtures. These fixtures are not an expensive investment if properly cared for, and a suitable room should be set apart for their keeping, and the working out of the decorator's idea. More than anything else and quite indispensable are the stands and price card holders.

Every commodity has its particular style of exhibition for advertising. The same rules apply to all lines. Don't overcrowd, and observe the rules of balance and symmetry, massing and color harmony.

Window advertising must be original or in spite of the best copyist it will have a flat characteristic. The highest selling power of the window is achieved along the lines of originality, and when decorated by this method, the attaching of price tickets complete the scheme.

In these days of modern store keeping, the dealer has everything to encourage him. He is not dealing with a multitude of unappreciative beings, but people who know good service and good values, and are certainly patrons when they get the real punch in window advertising.

WATCH YOUR STEP

Friend: "What experience with an animal gave you the biggest scare?"

Returned Big Game Hunter: "The first night I was home when I stepped on the cat's tail in the dark."

Treat everyone with equal courtesy. The individual who does not buy extensively to-day may not require your services. But in the future he may recall with pleasure the kindly treatment given him and come to you when he wishes to buy.

**Now Ready—17th Edition—1920-21
Complete in 2 vols. 44 6 net. Postage 6d.**

THE EXTRA PHARMACOPOEIA By MARTINDALE & WESTCOTT

Full descriptive leaflets on application.

*Vol. I, 27/- net, postage 6d. Vol. II, 17/6 net, postage 6d.
The two vols. together, 45/- net, postage free.*

LONDON: H. K. LEWIS & CO. Limited, 136 Gower St., London, W.C.1. Eng.
Also of W. H. MARTINDALE, 10 New Cavendish Street, London, W.1. Eng.

SOME IMPORTANT FACTORS IN DRUG STORE SERVICE

By A. B. Lever

There is one respect in which efficient store service and good deeds are alike. They are both good. There is another respect in which they are not always alike. And that is while the effect is not always apparent in the latter it is certainly to finally manifest itself in the former.

Efficient store service is as sure to build up a business as persistent pegging away will build up a boot.

Efficient store service is not a lop-sided affair—good in one particular and bad in another. It means quality all round.

When the retailer gives value for every dollar's worth of merchandise he sells over his counter he is giving service.

But supposing there is an absence of courtesy in the clerk who sells the article or that if delivery is to be made it is not characterized by promptness, the fact that good value has been given for the price paid for it does not count much with the customer.

Fundamentally there are at least three factors in efficient store service.

Service in Values

The first is value in the goods sold. That does not necessarily mean that none but the highest quality goods must be carried in stock. It is quite possible that a retailer might adopt such a policy and make a success. But he will limit his trade by doing so. His customers will be confined to those who desire the highest-priced goods and can afford to pay for them. And as every business man knows these are the smaller proportion in every community.

Value is given when the article sold over the counter possesses qualities relative to the price paid for it.

It by no means follows that the higher-priced article always possesses the greater value to the purchaser. "Frills," for example, do not always add to an article's utility. They do, however, add to the cost of production.

The other day a dealer was asked for a certain article. He showed the customer two grades.

"There," he explained, "are two kinds. This sells at thirty-five cents and this at seventy-five."

"Which is the better value?" demanded the customer.

"Well, that depends upon the particular kind of work you want to do with it," promptly replied the dealer.

The customer having explained, the dealer recommended the lower-priced article.

The dealer would have made a larger sum of money had he recommended and sold the higher-priced article. But he would at the same time not have been rendering the maximum of service to the customer. And not only did he render the customer the maximum of service, but he got something besides a sale in return. He got the customer's confidence. This is not

a supposititious case. It is a fact, for the writer was the customer.

True service of this kind may not be always appreciated, for there are customers by the score who are as lacking in the quality of appreciation as a hog is in generosity. But that in the long run it is a practice that pays big dividends there can be no doubt.

Service in Giving Satisfaction

Another fundamental quality in store service is a policy which insists that an attempt shall be made to satisfy all dissatisfied customers no matter what the circumstances may be. And that means when the cause lies with the customer as well as when it lies with himself, for when a customer has even no real ground for dissatisfaction it will be found on investigation that it is as a rule the effect of misunderstanding and not of deliberate cussedness. And that is the attitude of mind from which the retailer should approach the investigation of a complaint. It is always the safer way and it is the way by which a solution is the most easily found.

The fact that the most successful of retailers insist upon their staff that a customer who is dissatisfied must be mollified, no matter upon whose shoulders the blame lies, is sufficient evidence that it is the best policy.

A customer that is dissatisfied is a herald revolving in his or her circles knocking the retailer whenever opportunity affords. And that is the all-important reason why the retailer, whether he is not, as well as when he is, to blame, should make every effort to mollify disgruntled customers.

Service in Prompt Delivery

Prompt delivery is another and all-important form of store service. It may not be possible in every instance to make delivery of goods either to the minute or the hour that the customer requests. But it is better even to lose the sale than to make a promise which at the time the retailer or his clerk knows cannot be carried out.

I was standing in a store the other day when a little tupenny-ha-penny order came in over the 'phone.

"We won't be delivering down your way until tomorrow," I heard the dealer courteously say, "but if you are in a hurry I'll send it down by special messenger."

"There," remarked the dealer after he had hung up the receiver, "is an order which will cost me about as much to deliver as I'll get for the goods. Consequently I'll lose money. But I'm a great believer in the importance of service, and while on this particular order I'll lose money, I'll gain by increasing the customer's confidence in the efficiency of my store. At any rate the next order I get from that customer will probably be big enough to return me a nice profit. You see a fellow has got to look ahead a little bit."

That this particular dealer had the right idea in regard to the place of prompt delivery in store efficiency,

whatever the size of the order may be, there can be no doubt.

Advertising and Window Displays as Service Factors

It may possibly not occur to every business man that advertising and window displays are factors in efficient store service. At any rate most business men look upon both advertising and window displays as devices which are employed for their immediate benefit only. While it is true that the maximum of benefit from these factors accrues to the business man who employs them they possess at least a minimum of benefit for the customers whom they are designed to interest.

Possibly there may be some who may demand proof regarding the logic of this assertion. Well, here it is.

And the proof will be sufficient to cover both window displays and advertising. In brief the purpose of both advertising and window displays is either to create a desire for the goods advertised or displayed or to inform buyers where they can be obtained. Now, does it not follow that when, through either of these mediums, the dealer is doing this that he is rendering a form of store service? The facts are too obvious to be denied.

"Every little bit added to what we've already got makes a little bit more." And every little act of efficient store service adds a little bit more to the confidence which a merchant's customers have in him. It is well worth the while of every retailer to daily give consideration to the employment of ways and means whereby these little acts may be multiplied.

GROWING UP IN THE DRUG BUSINESS

M. H. Danzker enters drug business at twelve and is now building up a trade on his own account in West.

A young man who has this year entered the field of pharmacy "on his own" is M. H. Danzker, who recently purchased the Mitchell Medicine Supply Store at Lac du Bonnet, Man.

Mr. Danzker, still a young man, has been working at the drug business in one capacity or another since he was twelve years of age. His first job was in a Winnipeg drug store at fifty cents a week, and his real work commenced when he started with H. D. Campbell and J. T. Campbell, both of Winnipeg.

"After spending three years in the drug business", says Mr. Danzker, in telling his story, "I desired a change in occupation, thinking at the time it would be to my benefit. The banking business appealed to me more than any other, so I left J. T. Campbell's employ and entered the Merchants' Bank. In a very short time I discovered that I was

connected with all I had to do. The warehouse was under the splendid management of W. L. Solmon, Vice President, and Geo. S. Raymond, Manager.

"The store at that time was the largest in Winnipeg. Perhaps I owe it to these men that my knowledge of the drug business and my promotion was so rapid. Working for the firm, I felt that any employee who was in their service could not help but do his utmost and give the best of his ability.

"After over three years with this firm, part of which time I spent in nearly every one of their stores and every department, I was given charge of the mail orders. After two years in this service I intended to go into business on my own account, but before doing so wanted to get a wider knowledge of the drug business that it might assist me in being more successful.

"I next joined the staff of the National Drug Co. in their Winnipeg wholesale to get some knowledge of the business from their viewpoint. There I remained about four months, and on leaving that firm I took over the drug store at Lac du Bonnet, Man., on April 1st from Dr. R. H. Taylor, who was removing to Winnipeg.

"Since taking over the store I have remodelled and extended the store, and I believe the brightest prospects are in sight. The recent gold discoveries at Bird River and the big power stations that are being erected here give promise that this locality will be an important place and that Lac du Bonnet will also be a splendid pleasure resort in the very near future."



M. H. DANZKER
Drug ist at Lac du Bonnet, Man.

on the wrong road, so I remained with the bank just long enough to secure a position in the drug line, joining the staff of the Liggett Co. in their Winnipeg warehouse. Here, I may say, during the whole five years I spent with them there was as much pleasure as there was labor

AROUND THE WORLD IN DRUG TRADING

Drug stores in Great Britain confine their business almost exclusively to drugs, chemicals, sick room supplies and toilet preparations. Candies, ice cream, cigars and hundreds of other non-drug articles can not be obtained in the "chemists shops."

Special sales are almost unknown in the British retail drug business. There is no free telephone service. Tall ornamental bottles of colored water, red, green, yellow familiar displays in our drug stores of yesterday, still have a place in chemists shops in England.

SECRETS OF ADVERTISING SUCCESS

By John W. Campsie

In order to make advertising profitable, it is necessary first to determine upon a continuous campaign. Then be certain that your copy is well prepared and that you have something that is of real value and interest to the readers of a newspaper. If it is your expectation to secure great results from spasmodic advertising, you will be mistaken. It requires time for the readers of a newspaper to become familiar with your business. It requires repeated efforts on your part to gain the confidence of the readers of a paper. The first advertisement or two may attract some attention, but not enough to bring any immediate results. Continued insertions of your business announcements will create a feeling of confidence and security in the minds of the readers of the paper, and one by one they will begin to try you out and see if your ads. are truthful and if you are really entitled to their trade. The more frequently your ads. appear, the sooner will this feeling of confidence be established between reader and advertiser, and the effectiveness of the advertising be felt. It is just the same with the first calls from a travelling representative. He doesn't get much business at first, but if he persists in his calls, and you have the goods to back him up, in time you will see satisfactory results. This is a plain fact. It is proven every day. The advertisers in any city who are the largest and the most persistent and the most regular advertisers in the newspapers, are the firms who do the greatest amount of business. They are the leaders in the cities in which they are located. And all of these firms had their small beginning and have gradually pushed forward and upward until they have come to the very front rank. They realized that to succeed it was necessary to be liberal users of newspaper space. The more business they did, the cheaper they could sell. The more advertising they did, the greater the volume of their business.

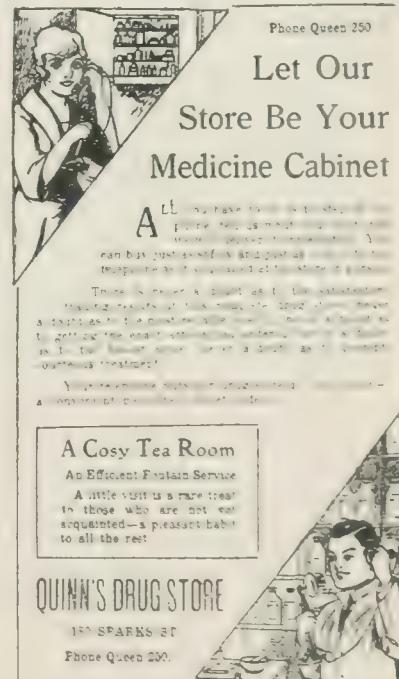
By constant, frequent and persistent advertising, in a few years they built up big lines of business, which without advertising they could not have hoped to accomplish.

There are many firms who will give a paper a few ads. on "trial," and perhaps specially price a few articles and then claim the paper is no good, as they say they did not get any returns—that they asked the purchasers where they saw the ad. and were told in this or the other paper. The real cause of the lack of returns was because they were strangers to the readers of the paper. The readers were not familiar with their advertising, but had the advertiser continued the use of the paper, friendly relations between the readers of the paper and the new advertiser would have soon been established and increased business from new customers would have been noted.

Every newspaper has a certain number of readers—and the percentage is a large one—who confine their purchases to the advertisers who use the paper they read. This is only natural. They take the paper they like and of course they become familiar with and favor-

able to the advertisers whose announcements they are accustomed to read night after night.

This is why some business houses who withhold their advertising from some certain paper or papers, are simply letting their personal likes or dislikes stand squarely in the way of securing a greatly increased patronage from the readers of the paper they do not use. They try to justify this plan of placing their advertising, by the belief they are, in some way or other still reaching all the readers. But they are mistaken. For it is a well known fact that thousands of the readers of a newspaper are intensely loyal to "their own" paper, and do not buy from advertisers who do not use the paper they read. The sooner this class of advertisers realize this truth, the sooner will their business show increased revenues. There is another class of advertisers who tell you your paper reaches too high a grade of readers for their line, or that your circulation is not large enough in their immediate vicinity. This is only another excuse to justify their own bad judgment. Every paper has all classes of readers. No one can tell you just what would appeal to them. But one thing is certain, if the standard of your readers is high, so much the better and the more reason that you, as a business man, should seek to raise the standard of your business. One purchaser of this kind, secured, might be worth ten to twenty of the cheaper buyers. Then



Connecting up drug store with the home is made a strong advertising feature of this Ottawa drug store, and with good results in the case of all publicity.

again, you don't use a newspaper because it circulates extensively in the immediate vicinity of your place of business. That would be unnecessary, because these people are familiar with your business from close contact. But there are thousands of readers in different

sections of the city who would come to you, no matter where you are located, if you have something of merit and at a price that would warrant their buying from you. No matter whether people are rich or poor, they are not passing up the bargains or good things. They will find a way to come to your door if you will only invite them and make it worth while, through the medium of the newspaper they use, whether the class of readers is "high" or "low."

THE 1921-22 O.C.P. COUNCIL

The elections for district representatives on the Council of the Ontario College of Pharmacy were completed last month and resulted as follows:

District 1, Henry Watters, Ottawa; 2, Frank J. Hoag, Kingston; 3, John H. H. Jury, Bowmanville; 4, T. P. Hartley, Toronto; 5, George E. Gibbard, Toronto; 6, Charles G. Millard, Coldwater; 7, Thomas J. Brown, Milton; 8, Burley Griffin, Hamilton; 9, T. E. McLellan, Galt; 10, C. T. Adams, Sault Ste. Marie; 11, J. F. Roberts, Parkhill; 12, Ebon R. Wigle, Goderich; 13, Andrew B. Johnston, Sarnia.

All were elected by acclamation except districts 6, 7, and 12, where balloting was necessary under Scrutineers W. H. Worden and C. P. Playter of Toronto, who report the votes as follows: District No. 6, C. G. Millard of Coldwater defeated F. M. Haffey of Orillia, a member of the present Council, by six votes; District No. 7, T. J. Brown of Milton, defeated Alex Stewart, also a member of the present Council, by four votes, and in District 12, Ebon R. Wigle, Mayor of Goderich, defeated E. D. Bonnell of Owen Sound by eight votes.

The election of officers of the Council will be held at the first meeting of the Council on November 16.

NEW PROVINCIAL ASSOCIATION OFFICERS

The officers elected at the recent convention of the P. E. I. Pharmaceutical Association are President J. E. Dalton, Summerside; Vice-Pres. E. A. Foster, Charlottetown; Secretary W. J. Brown, Charlottetown; Treasurer H. Bethune, and the Council Messrs. Geo. E. Hughes, Charlottetown; J. W. Waugh, Alberton; J. E. Gallant, Summerside. Delegates to the St. John convention of the C. Ph. A.—Messrs. E. A. Foster and J. E. Dalton.

These are the officers of the Nova Scotia Pharmaceutical society for the next year—President H. D. Madden; Vice-Pres. G. S. Kinley; Treasurer F. Colquhoun; Reg.

THINK THIS OVER

Canada for Canadians.
And to your belief in the future of Canada.
National Prosperity depends upon its Industries.
All who are in Industry help Prosperity.
Do with your might what your hands find to do.
Interdependence is necessary in all Industry.
All rich and poor are entitled to a square deal.
National prosperity is hampered by antagonism between Labor and Capital.
Interest of master and employee are the same.
No one is to be left out of the small manufacturer.
Do your best to boost every worthy enterprise.
The public is always on your side.
Stand up for the right in the rights of Industry.
It is your right as well as your friend.
Returns in wages and profits are mutual.
Your place in the world is Canada: 2nd, to your
friends, 3rd, to your business.

Secy. G. A. Burbidge; Secretary Board of Examiners A. A. Thompson; Auditors E. T. Power, E. J. Butcher; Legal Committee—E. T. Power (Chairman), The President (ex-officio), E. J. Butcher, A. A. Thompson, G. S. Kinley, W. H. Sterns, F. Colquhoun.

PROMINENT SARNIA DRUGGIST DEAD

The death of R. T. Geary at Sarnia, Ont., last month removed from our circles one of the most prominent druggists of Ontario and one of the best citizens of his native town. His funeral was made the occasion for a last tribute to a worthy man. Acting Mayor, Joseph B. Dagan, issued a proclamation requesting all the business men of the city to close their places of business between the hours of two and four on the day of the funeral, out of respect for Mr. Geary, whose body was laid to rest at Lakeview Cemetery.

The funeral services, which were attended by a great number of friends and relatives, were conducted by Rev. Canon Davis, at St. George's Anglican Church. The floral offerings in his memory were many and profuse and nearly all of Mr. Geary's old friends both in his city and other places availed themselves of a chance to pay their last respects to him. The pallbearers were: Alex Burnham, W. B. Clark, Sheriff Johnson, Robert Kerr, D. McDougall and R. E. Scott.

The death of Mr. Geary was made the occasion of this tribute by the *Sarnia Canadian Observer*:

"The death this week of Mr. R. T. Geary removes from the activities of life a citizen who was widely known in this community and much respected.

"Death, though it is one of the most familiar things in the world, produces a new shock with each repetition.

"Mr. Geary's long residence in Sarnia, his devotion to business and his cheerful temperament had made for him many staunch friends. The suddenness with which the end came has accentuated the sorrow with which the news of his demise has been learned. Mr. Geary leaves behind him a reputation for uprightness and integrity which, after all, is the most enduring monument that a man can have."

ALCOHOL QUESTION STILL ALIVE

The alcohol situation is still prominent, and druggists are advised to keep it so. By doing this there is a greater probability of changing the present unfair tax of \$9. excise to that of \$2.40 a gallon, the same as now applies to manufacturers.

In Alberta, where recently a referendum among members of the Provincial Association was held as to the handling of liquor through drug stores, the result was as follows:

Of the total ballots sent out, 159 were returned. The questions and answers were.

1. Are you in favor of handling liquor under the present regulation? Yes, 55; No, 53; no opinion expressed, 46.
2. Are you in favor of limiting the quantity which may be supplied by druggists to eight ounces? Yes, 30; No, 59; no opinion, 70.
3. Are you in favor of eliminating the sale of liquor by druggists absolutely? Yes, 91; No, 40; no opinion, 28.

The French Pharmacists' League has recently been formed to assure the enforcement of legal measures which guarantee to the pharmacist the monopoly of his profession.

D. MCKINNON, General Manager

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The RETAIL DRUGGIST *of Canada*

PUBLISHED FIRST WEEK OF EVERY MONTH

JAMES O'HAGAN, Editor

Subscription Rate, \$1.50 per year in Canada, Great Britain and British Colonies; \$2.00 to the United States.

**MINIMUM AND
MAXIMUM SALES.** It often occurs that two druggists with about the same size of store and staff, give out expense percentages that vary to a considerable extent.

What is the explanation?

Their total expenses may be about the same, but the percentage is quite different. Why?

Simply because one store is securing the maximum sales and the other a minimum business for that size of a store.

This brings us to the fact that the average grocery store of to-day could quite easily handle considerable more business without materially increasing expenses.

For instance, the average store doing a business of \$50,000 a year could handle trade amounting to \$75,000 without any increase in sales or delivery staff, rent, heat or light. In the same way, most stores now doing \$100,000 could quite handily do a business of \$150,000 a year without much of an increase in expenses. And when business can be extended over the average line, it is just so much velvet to the store.

Work for the maximum amount of sales possible in a store of your size.

¶

**THE MATTER OF
ADVERTISING.** Every merchant should use some printer's ink. The druggist who depends on the telephone, order routes or window displays isn't doing himself justice unless he uses some form of printed advertising, and thus lets people know about new goods he receives from time to time, new articles he has added, and so forth, says one of our exchanges. A newsy announcement every week in the local paper, in most places, possesses far more value than is generally realized. Such advertisements, written plainly, just as if one were talking to a customer, are seen by strangers as well as regular customers, and create a favorable impression. One of the great rules of business in all lines is: "Don't neglect the advertising." Yet that's what many druggists are doing.

¶

**Using Consumer
Advertising** In a window display of goods inspected by the writer the other day, the dealer had a magazine opened at an advertisement of the goods on display. It connected his store up with an article that the people had become acquainted with by consumer advertising. The publicity of manufacturers should be cashed in on to the full.

¶

**An Advertising
Hint** Why should not every druggist do what some of them do, namely, enclose a little advertising matter with every article sent out to a customer?

There is no reason why it should not be done, but

there is every reason why it should be done.

The only cost entailed is the printing, and a very few dollars will cover that. The distribution will cost nothing, for the distributing will be done by the customer.

The slips or folders to be used as enclosures should be neatly and attractively printed and the articles advertised should be seasonable. At least once a month a fresh supply, with a different line of advertising, should be obtained. As a matter of fact the more frequently new fold

the better.

¶

Attention to Windows.

The period ahead is one in which display windows can be made especially valuable in attracting trade. There are many seasonable lines to be featured. People are willing to stop and view a display that appeals to them.

To the druggist or clerk who wishes to increase the efficiency of his windows this paper will be found particularly valuable. It contains a big range of practical suggestions on the arrangement of windows while some excellent displays are also reproduced. Look for them.

¶

The Small Store.

The report of the Bureau of Business Research of Harvard University would indicate that the small druggist if he manages his business intelligently, can compete successfully with the large store. The large stores showed about the same figure for gross profit and total expense as was shown by medium-size stores. The wages of salesforce and total selling expense were practically the same as in smaller stores. Delivery expense was somewhat higher in the larger business. Stock-turn was but little larger.

THE PRICE THE REAL INDUCEMENT.

The public is so accustomed to novelties in sales that it would welcome one without too many frills. Suppose the next time you have a real price reduction you depend upon the price to move the goods. Announce that there is *nothing novel about the sales scheme*. What advertising you do have along these lines:

This sales plan has whiskers on it, it's so odd
we just cut the prices and lose—you buy and save.

Your printer very likely has in stock a cut of a man with long whiskers, and this can be used on your circulars and in your newspaper space. For the inside of the store and for windows you can cut out big funny faces and just rope or hair whiskers to them.

Service is the power to serve the public and it's the power and profit for both buyer and seller.

Stockdale on "Getting Together"

Reasons why retailers should meet and exchange their views.

Part of address delivered by Frank Stockdale

It is the intention of your Program Committee, in asking me to speak to you, that we give attention this morning to the merchandising side of your business, and that is the side of your business we want to talk to you a little while about this morning.

I would like to say in support of what your president has said, that the legislative side is very important, and the average man does not appreciate what it means. It is just like a man going along in good health; he does not appreciate that health. He does not appreciate what it means to be led along in health because he has not suffered the ill consequences of disease, and so it is with merchants everywhere—they don't realize the importance of legislative work because legislative work is preventive. The bigger you are, the broader you are; the more you think, the more you will appreciate the things that are done for you along the lines of legislation.

I want to turn now to another point brought out by your president, and that is in regard to druggists being for druggists. One of the most unhappy circumstances that can befall a retail merchant is to get into competition with his brother retailer in the sense of jealousy and antagonism. Friendly competition is all right, but the jealousies and the bitterness—it is really bitterness that comes up between retail merchants in many cases in the same line of business—that should not be allowed to exist. And if you get together in these meetings and get together locally you will iron that out. All you have to do is to get acquainted with the other fellow, and you will find that he is not such a bad fellow after all, and he will find out the same about you. Did you ever stop to think that the other fellow thinks about as much of you as you think of him? Just write out some time what you think of the other fellow and then say: "Suppose he thinks that of me." And you will not be far from the truth. The bitterness in your heart comes back to you just as the smile comes back to you. You think well of the other fellow; he feels it and he thinks well of you.

The big point is this: the retail druggist is losing a lot of business to the department stores, dry goods stores, other stores that handle toilet preparations.

I happen to have a client in Chicago who had an investigation conducted—they were preparing to advertise—and in that investigation they found that in many lines of toilet preparations the department stores were doing 60 per cent of the business and the druggists 40 per cent.

Now I don't know whether among your members here you have the druggists in department stores or not.

You probably have.

I want to say that as far as the druggists' end of the business is concerned that it is all right, but the business is being disseminated and taken away from its natural place where most of you want it to be. But even there, if there is any bitterness that enters into it it is going to be bad business for every one concerned.

There are independent druggists winning away business from other druggists across the street just as the department stores do, and that is the main end of the bitterness. We see a man running a chain of stores getting along all right, but his methods are all wrong, we say, because they win.

If he failed there would not be anything said about it. Absolute fact, is it not? Now we want to get rid of that feeling, and we want to go after business on the merits of our ability to serve the people and to win their trade and their confidence.

Retail Organizations a Good Thing

The retail druggists should work together, and in working together they will hold the business that they have. This is a day of organized effort. The man who does not belong to some organization and work with that organization has small chance to succeed. He has got to work along organized lines, and so, gentlemen, you ought to be proud of this organization of yours. You ought to support it. You ought to get behind it with both feet.

A Cash Surplus a Big Bulwark

I want to say a word now about this little surplus that you happen to have here. I would like each retail druggist in this meeting to-day to get it into his mind clearly, that half of the failures in the retail drug business would be wiped out instantly if the retail druggists in Ontario could get it into their minds that a surplus in the bank is the greatest bulwark that any business can have.

And this applies to an association as well.

If you have a surplus in the bank, you are in a position to do things that need to be done when they need to be done.

And if the secretary has to go out and dig up the money when the thing is upon you and here to be done, then it will be too late to do it.

Now the value of getting together and exchanging ideas is beyond computation. We can only suggest methods of computing. A man brought to my office the other day a little card with a string to it to hang to the wall, that said that one idea has sometimes been of more value than all the efforts of all the men of a century. That is a big assertion, is it not?

What Brings Success?

But, gentlemen, what is the difference between a man who wins and one who loses out? It is not what he does with his hands and feet but what he does with his head.

A Cleveland insurance man who was supposed to be the biggest insurance salesman said recently, the hustle was in the head, it was not in the feet. He is largely right. I have seen men who worked hard all their life and got nowhere. It is the man who out-thinks you, and the organization behind these chain stores is behind their success. And this organization does for the independent very largely what their individual organizations do for the chain and the departmental store. We are up against a time when ideas are the dominating things.

The Idea Market

Take one kind of market, if you have a dollar and I have a dollar and we exchange those dollars, neither of us are ahead. But if you have the merchandise that I want and I have a dollar, and I come into your store and we exchange, you have a dollar that you would rather have than merchandise and I have the merchandise which I want.

Now all I do is to go out and talk with hard-headed merchants and I give you their ideas. By the way, it is one of the important things, if you want to retain an idea when you get it, that you scratch them down somewhere. I hope to hand you out a few facts that I hope to be worth recording. The average man who has not the recording habit does not get so far usually with ideas. I venture to say that some of the widest awl'd merchants in the Province of Ontario, if I hand out any ideas that appeal to them, will take them down. By the way everything that you think is good is something that you have already experienced. If I spring anything too new on you, you will not agree with it.

SALESMANSHIP METHODS THAT MAKE FOR SUCCESS

Qualities that salesmen should cultivate—Good taste, honesty and truth—Sentiment has its place

By Geo. A. Simpson

Good taste is also one of the elements of personal charm, as you cannot offend the tastes of others without hurting their sensibilities. The power to please is a tremendous asset. What can be more valuable than a personality which always attracts? It is not only valuable to a salesman, but to every one in every field of life. The ability to bring the best that is in you to the man you are trying to reach, to make a good impression at the first meeting, to approach a prospective customer as though you had known him for years—without offending his taste, without raising the least prejudice, but getting his attention and good-will—is a great accomplishment.

There is charm in personality from which it is hard to get away. It is difficult to snub the man who possesses it. There is something about him that arrests our prejudice and no matter how busy we may be, or how much we dislike to be interrupted, we rarely turn away a man with a pleasing personality. We must give much in order to get much; the more we radiate the more generous we are, and the more we give ourselves to others, the more we get back. The current will not set toward you until it goes out from you. What you get from others is the reflex of the currents you give out. The more generously you give, the more you get in return. In other words—as you pour out your personality, born of courtesy and kindness and the other character-forming virtues, so do you inspire respect and confidence, and invite from others a return of that which you give. Courtesy and consideration in every walk of life is now the accepted rule. No strong man lowers himself by giving somebody a lift, no matter who that somebody is. It may be an ignorant foreigner, unversed in our ways and language; or it may be an old man or woman, a cripple or a child—it matters not—and no time is lost, for the more people you rightly direct and the more intelligence and consideration you rightly lend, the more valuable will be your life. Many salesmen fail because they do not see the importance of being kind and courteous. Kindness, consideration and courtesy to everybody always pays; and besides, it is a pleasure to be kind. It increases our store of happiness. I have seen salesmen lose important positions and their reputations—which are more important than position—through their lack of courtesy to men to whom they did not think it worth while to be kind. Beauty of character, charm of manner, attractiveness and power of expression, blended with courtesy, consideration and kindness, will open the door to any proposition, and our sincerity of purpose will clear the path of its many obstructions.

Honesty and Truth

Honesty and truth travel hand in hand, they are two very important factors in successful salesmanship;

yet there are thousands of so-called salesmen who are daily practising deceit, thinking and believing they are putting it over. What fools! Temporary success may be gained that way, some sales may be made, but permanent and lasting success is not built on that sort of foundation.

There is sentiment in business, and a whole lot more than we realize; when there is none, I want to quit doing business. For a salesman I know of no other quality more helpful to his success than sentiment, if he will use tact to reach the sentimental side of his prospect. I do not mean by that that he necessarily start an investigation or search for sentiment, for if he did that would be calculation on his part and even if he discovered it he could not make use of it, as sentiment must be discovered by sentiment to be of mutual advantage in preparing common ground. I have had scores of instances in my experience that have proven beyond doubt the truth of my contention.

Some years ago I was selected by the interests I was associated with to go through the South for them to establish three of four manufacturing companies. I was to promote these companies along the lines of home industry for the South. They were to be Southern companies, financed and operated by Southerners. I called on the Boards of Trade and on different prominent men in the cities and towns I visited and right away everybody fell into line with the idea of home industries. In one of the cities I visited everybody was enthusiastic. They all wanted to see a manufacturing plant in their community. Therefore I went round to raise from one hundred and fifty to two hundred thousand dollars to start the concern.

At once there was a difference. Everybody liked the idea of having the industry there, but no one was ready to put up any money for it, they all wanted the other fellow to do it. There was one man in particular they wanted me to call on. Almost everybody I spoke to asked the same question: "Have you called on Mr. Blank?" Before long I discovered who this Mr. Blank was whom they were all so anxious for me to see. He was President Blank of the leading bank in that State and when first I saw him he looked very much to me like the familiar caricature you expect of a crusty old banker, all money-bags, with no sentiment in his make-up. He received me with courtesy and heard what I had to say; he was a very fine old fellow, as I soon found out, but he would do nothing about my proposition until he had examined the papers I had prepared showing facts and figures. These papers he had me leave with him, and I went away. But before leaving him I noticed something that attracted me: something that might be a clue to sentiment. He wore in the lapel of his coat a very sweet posy of flowers. I made

three calls on him subsequently and the flowers were always there, fresh and sweet, beautiful and charming. One day I decided to ask about the little nosegay, and frankly, quite apart from the business altogether, I did ask him. He held out his hand as I spoke about the flowers, as I was just leaving and I could feel as our hands clasped that I had touched a sympathetic chord. "Mr. Simpson," he said, "you ask about that little nosegay. I have worn a flower like that in my coat ever since the first one was put there by my sweetheart, who is still my sweetheart after forty years of married life." And he told me how, each morning, it was put in his buttonhole by the same hands, or if she were not there to do it, it was placed there by his daughter. We both stood and looked at one another, and all I said to him was "beautiful sentiment." And then we sat down and talked about flowers—not about the business in hand—and by and by I got up to leave him. And just as we were parting, what do you think he said? "By the way, Mr. Simpson, I am very much impressed with that proposition of yours. What amount do you think I ought to subscribe for?" He left it to me to name the amount. I had secured his confidence to that extent through the touch of sympathetic sentiment and when it came to putting his name down and I made a suggestion of five or eight thousand dollars, he said: "Put me down for ten thousand, and, by the way, put my brother on the list. He ought to go down for something in this company. Put him down for five thousand. I promise you he will approve of it when you call on him with my suggestion." And after that, all Mr. Simpson had to do down there was just go round with a list and get the names of those who were eager to get on it for various amounts; because they found that the names of the two Mr. Blanks headed the list and they had profound confidence in their judgment.

That incident shows what sentiment means to a salesman and how essential it is that we train our minds along certain lines. I grant you that some men with whom you may have to do business are cold-blooded business men, and if a man is a cold-blooded business man you must meet him on that ground until sentiment is reached and confidence established. If you recognize and practice these laws of thought and attraction, then as a salesman you will have no trouble in making sales. In my own experience I have found it so—and I am not saying this boastfully—that as a result of respecting these principles, selling is to me a delightful visit to the man to whom I sell and my entire interview is very seldom taken up on the subject of business. We converge on general lines of mutual interest; it may be about flowers or something in which we both have common interest and I usually leave with a good-sized order.

And further, my experience proves that the average buyers or business man is very well informed on many subjects, that he has his sentiment and sympathies and often he is an interesting conversationalist. If you can reach him through these channels you will in all probability establish confidence and respect. After that, doing his business is an easy matter, because he feels you will, wherever possible, safeguard his interests and this you must do to the limit.

Finally the thought I wish to convey is, that no investment will give better returns than cultivating your better self, and thereby developing that indefinable something that leads to success. There is nothing that pays so well as training our minds and thoughts

along the lines of the beautiful and true. It matters not how well-versed we are in the material things of life, or how well we understand the lines we have to sell; we may be experts pertaining to technique or detail in connection with iron and steel products—or any other articles of commerce for that matter—but if we are not in harmony with Nature and Nature's order of things, we cannot make the success of our lives that we otherwise would. Being in harmony with Nature, brings us into harmony with all about us and above all it brings us into harmony with ourselves, and when this is so, and the physical is subordinated and ruled by the mental, life becomes full and complete.

I fully realize I am painting an ideal picture, although not an impossible one, and while we may not rise to the height of this ideal, we can, by following it, at least go part of the way, and this part, no matter how small, will take the place of some discordant element, which would retard our success.

SELL CANADIAN GOODS WHENEVER POSSIBLE

THAT wholesalers and retailers should promote the sale of Canadian products, thereby improving Canadian trade conditions and reducing unemployment is the opinion expressed in a recent bulletin of the Canadian Reconstruction Association, entitled "Buy Canadian Products."

Canadians are actually curtailing prosperity and fostering unemployment by their persistence in buying imported products, it continues. The Made-in-Canada movement has received some stimulus during recent months, but the movement must be national if it is to be effective. Canadian workers, farmers, manufacturers, wholesalers, retailers and business and professional interests, Canadians in all departments of national life who prosper with national prosperity, whose wages, salaries and incomes are affected by national conditions, should patronize Canadian products and services. The present financial, agricultural and industrial position of Canada demands it.

Be fair to your country. Correct the prejudice that is curtailing national prosperity. Canadian goods need no apology. Generally they represent better value than imported products. Many commodities of Canadian manufacture are unsurpassed in the world. If even 25 per cent. of the goods imported into Canada last year had been supplied from Canadian sources, direct employment would have been provided for some 65,000 additional workers at good wages. Including dependents, such additional business would have supported directly more than 250,000 persons. Every dollar spent in Canada on Canadian products means more money for Canadian workers, improved demand for farm and factory products, and additional business for wholesalers and retailers.

Wholesalers and retailers should promote the sale of Canadian products.

Individuals should demand Canadian products, buy only necessary imported articles, and seek acceptable Canadian substitutes for imported commodities.

All Canadians should help their country and themselves by promoting the Made-in-Canada movement; by utilizing Canadian services; by shipping goods by Canadian carriers, through Canadian ports; by patronizing Canadian railways, Canadian steamships, and Canadian banks; by placing insurance in Canadian companies; by employing Canadian architects, engineers, scientists and other experts; and by spending vacations in Canada.

THE GLOOM DISPENSER IN BUSINESS

Is business as bad as we make out?—Are you the average grouch who believes all you hear, or are you sure business is as bad as everyone says?

By W. A. Schafer

In the past nine weeks the writer has called on nearly fifty per cent. of the business men in Western Ontario, and to the question "How's business?" over ninety-five per cent. of them say "it's rotten" or some other equal term of expression.

On further inquiry I found that about sixty percent of the cases that reported that "business was rotten" that it was a blunder. Why is it?

Have the present day business men got to a point where they believe what everyone has to say; or do they look for themselves?

Candidly, we are getting to be a bunch of "Gloom Dispensers" taking for granted the fact that labor is unsettled in the cities, and in the country districts that the farmer is not receiving the high prices he was for his products.

That fact has not stopped money from circulating. True, there may not be so much of it, but there is enough for all of us if we go after it.

More than sixty per cent of this trouble is caused through the press preaching hard times, money tight, etc, and so getting the whole bunch of us into being "Gloom Dispensers" just from force of habit and from having it pounded into us.

But let Mr. Merchant take his cash book; get his turn over for the first six months of the year. It will surely surprise him. Let him take a period of six years at least and he will be surprised to find in the greater number of cases that he is above the average.

Now take those past six years. In 1916 half our man power was in service; the government was preaching SAVE and floating Victory loans. We had tag days, Red Cross drives, and many other worthy calls on us for money. Without a doubt we received ample benefit for what we gave and donated and loaned; yet that drain on our finances was surely felt. Times were good or we could not have stood it. But we simply got the feeling that we were living beyond our means, and without a doubt the majority of us were. So on it went for a couple of years. Then the day of reckoning came and we took stock of things. We had an income tax to figure out, and after we had pondered over those sheets and in fact we destroyed a few because we were certain we had made a mistake somewhere, we found out we really had a big profit.

We consulted our bank balance and found it wasn't there. We took stock; we even went so far as to suspect our help, and other possible leaks; and finally had to wipe the slate and console ourselves with the fact that we were overdoing things, and had to conserve and cut down expenses.

Now Mr. Business Man, this truth still sticks to us. You have certainly pondered over this question, what about the wage earner? He has had the same thing to do and you without a doubt have impressed on him to get the saving habit (which we all know is not an easy thing to get), by possibly getting him to subscribe to a Government loan. At the end of the year he has found he has saved so much it surprised him; and he hit an average to increase this saving the follow-

ing year. Now Mr. Merchant, you helped to get him started how are you going to make him spend his savings? That is the question. The average person has more money saved or invested at the present time than ever before.

Are we going to sit back and say "Business is rotten" and be the usual gloom dispenser or are we going to smile, take off our coats and get busy?

Again the question arises get busy doing nothing! Well, it's summer yet; the flies are bad; those windows could stand washing every second day. Any way, if you do that its exercise and it stops us from thinking things are rotten; and, by the way, it gives us a good chance to arrange a window display, and it looks busy.

Believe me if half you gloom dispensers would look busy it would help. Somebody would see you hustling and pass the remark on to some one else, "Mr. So and So is busy these days" and you would soon get things looking busy in your town.

I ran into a man the other day. He was in a very conservative line, and as I walked into his establishment he appeared so busy I said I'd drop in later. I called on that man seven times in the day. I finally got hold of him and he said business was "rotten" when he knew who I was, but he was no "Gloom dispenser". He may have been kidding his local people into believing he was busy, but he got away with it. Why that man showed me his cash book and it didn't have anything to show it was "rotten". But every one didn't know it. Why, around half-past two every day, he goes down the street with his bank book in his hand and oftentimes a few pieces of bank paper so as to fool his brother merchants. He doesn't let on and that community ought to give him a leather medal or something. But to get back to our subject—Things are not half as bad as they might have been are they? The only trouble we are in is that we are following a few of the most prosperous years we ever had. Things are back to normal and we stand and kick.

Why not try to develop our merchandising methods? True business is what we make it.

Believe me, Mr. Merchant, someone in your town is going to wake up and start the ball going; why not you? Spend some more time on your windows; they can stand it every day, and it helps display goods; keeps us busy, and draws attention. By no means overdo it. Get out handbills; try a different method in your newspaper advertising; work suggestion sales more; take a chance. If you are a retail man go out and call on your trade. In these days people use telephones. They don't see you so often. Go out and meet them half way. You will find it pays.

Make that delivery boy a salesman, not an order taker. Boost for more business; don't be a price-cutter, because you will only be working for a living, not for a profit; and if you can get business by price-cutting you can surely get it on a sound business policy.

Confectionery

NOW'S THE TIME TO OPEN UP AND PUSH CANDY DEPARTMENT

Toronto druggist made department pay by giving department a chance—Montreal druggist goes in for displays—Sell smaller packets when can't sell the boxed

RIght now is a good time for the druggist to go strongly after business on candy and confectionery. It is at the very beginning of the best sales season. Of course candy can be made an all-year round line, though summer sales are apt to be a little owing to hot weather making for demand of other kinds of refreshments. As the weather becomes cooler, however, there is always renewed interest, and the druggist who pushes strong for business is going to get increased trade.

If you have not been giving the attention to this line that you should, now is an excellent time to start in to feature it. It should be given a fairly prominent position in the store, for it is a line that sells to no little extent on sight. For this reason it should be kept well to the front where it will catch the eye of those who visit the store.

How One Druggist Increased Sales

One Toronto druggist related to the writer how he conducted a confectionary department for some time, but was able to secure only a small trade. He began to study the reason, and decided that it was his own fault—he was not giving the department a chance to make good. He changed

it to a better location in the store, gave more time to keeping the silent salesman looking attractive, used the window occasionally, and as a result now has a steady and lucrative candy trade.

This was all done by specializing to some extent—and now is a good season for the druggist to start in.

CAREFUL DISPLAYS INCREASE SALES

It should be the aim of every window dresser to make a display that will instantly catch the eye. In the drug trade, a great many claim that it is impossible to dress a good window properly showing lines that are sold by candy dealers. E. D. Paul of Bleury street, Montreal, lately dressed a window that pulled much trade for the store, and in the interior put in a silent salesman display that backed up the window suggestions. It is not necessary to stuff a window with candy. Very often a much more effective display can be secured through the use of a little merchandise and judicious placing of a few pieces of stock. Neither need very perishable candy be displayed, but the fancy varieties of colored confections, and a nice assortment of containers in the shape of fancy baskets all go toward making displays



Allen & Cochrane, Ottawa, feature their candy stock in the centre of the store. The silent salesman faces the door. Note the price cards on every candy tray.

that prove just as good business pullers as the window given over to the showing of numerous plates and boxes of chocolates which are spoiled after having been exposed for a day or two.

Large glass jars having the pilaster shape prove a great aid in dressing a candy window, particularly in forming the background. These, when filled with bright colored sweets, give tone, uniformity and color that would otherwise be rather hard to procure. In the window cheese-cloth can be used very effectively, and, gathered up at certain intervals, forms a good bottom covering of the window.

The use of baskets give a unique and charming appearance. Small, fancy baskets inserted in the proper place, also relieve the bareness that characterizes so many displays.

Blending the different materials to get the best results and a uniform air gives added strength for both appearance and sales to any window display.

METHOD IN THE CANDY DEPARTMENT

One of our exchanges recently discussed the question of sidelines in the drug store, and of course mentioned candy as a prominent department, incidentally bringing to notice a certain drug store in San Francisco.

It would be an easy matter, said this paper, to get the public into the habit of buying candy in the drug store were the plan of this store carried out. The proprietors knew their candies were good, and they wanted the general public to know it also, so they went after the trial customer. Their window was lined with lilac cloth and in the corners were set ferns in green crepe paper holders tied with lilac ribbons. A semi-circle of pound, and two-pound boxes, tied with purple ribbon was set out and in the center was a mound of little packets of the candies, sealed in wax paper. A card in the midst suggested:

TRY OUR WHOLESOME AND DELICIOUS CHOCOLATES.

Get 5, 10 or 15 cents' worth, if you don't want a box.

This invitation proved exceedingly effective, as scores of people who wanted a few sweets to nibble, yet didn't wish to be bothered with carrying a box, stepped in and got a little packet—and it is safe to say that many of these same people took a larger order the next time they visited the store. Even if they did not, the candy trade was nearly doubled by selling the candy in small amounts. This firm likewise appealed to the mail order trade by showing at one side several boxes of the confections wrapped, tied and labeled, ready for mailing with a card:

SEND A BOX OF CANDY TO YOUR FRIEND AT A DISTANCE.

No trouble to you, simply step in and give the name; we will do the rest.

A catchy card which they placed in their window attracted much humorous attention:

'CANDY FOR THE MARRIED MAN.'

However, it proved a business getter, for the candy was of popular variety, retailing at sixty cents a pound, such as the average business man would take home to his wife and children, and this card induced many to step in and get a box who otherwise would have overlooked the matter.

HE FLATTERED HIMSELF.

Miss Simpkins was a lady of uncertain appearance and age, and rather frightened De Vere, a young assistant in a drug store, by her persistent demonstration of friendship. He flattered himself that every girl and woman fell madly in love with him. He felt sure she meant to hook him. But chance threw them alone one day, and De Vere felt that his hour had come.

"Mr. De Vere," she said, "I can no longer bear this unspeakable anguish. I have at last plucked up courage to ask you a question which concerns my future happiness and comfort. Will—will you be—"

"My dear lady," gasped De Vere, breaking into a cold perspiration, "it—it would break my heart to refuse. I have every regard and respect for—"

"Sir! what do you mean?" gasped Miss Simpkins. "Surely you can't object to my asking what corn cure you can recommend?"

MARY ANNE CHOCOLATES

Why not stock this fast-selling line of chocolates?

5 WONDERFUL BOXES

Assorted Fruits
Assorted Cream Centres
Assorted Nuts
Assorted Hard Centres
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The original Dr. Ridge's Food is manufactured only at The Royal Food Mills, London N., England.

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Dr. Ridge's Food makes milk more digestible and nourishing and is invaluable for Infants, Growing Children, Invalids and the Aged.

The demand for Dr. Ridge's Food is rapidly increasing, and every store should hold a stock, but it must be the genuine—The Dr. Ridge's Food manufactured at The Food Mills, London, N., England.

News of the Drug Trade from Here and There

The Nevrex Medical Co. has been registered at Levis, Que.

John Cochrane has opened up for business in his new store on Douglas street, Victoria, B.C.

Heber Cook has purchased D. S. Curtis & Co's drug business at New Westminster, B.C.

J. R. Campbell has sold his drug business at Terrace, B.C., to Dr. G. H. Blescker.

H. Cooke has sold his drug business at Langham, Sask., and purchased D. S. Curtis & Co's. business at New Westminster, B.C.

The Biggs Drug Co., Ltd., Cochrane, Ont., has obtained a provincial charter, with a capital of \$10,000.

The Home Chemical Co., Ltd., Toronto, has been incorporated with a capital of \$60,000, to make washes and polishes.

Claude Fairman, a popular young Toronto druggist, at 621 Bathurst street, died during the month past.

R. T. Geary, druggist at Sarnia, Ont., died recently.

A new pharmaceutical association embracing the provincial associations of Manitoba, Saskatchewan and Alberta is proposed for Western Canada to act in harmony with and as a western branch of the Canadian Pharmaceutical Association.

The Mentholatum Co. of Kansas has obtained an Ontario charter to manufacture and sell proprietary articles in the Province on a capital of \$100,000. Geo. H. Stratton, Bridgeburg, is manager and attorney.

The Gallagher Remedy Co., Ltd., Peterborough, Ont., has obtained an Ontario charter with a capital of \$40,000, to manufacture proprietary and pharmaceutical preparations. Walter H. and David M. Kidd are incorporators.

Daniel Baxter has opened a new drug store at Queen west and Callendar streets, Toronto.

The McCullough Drug Co., Ltd., Winnipeg, has been incorporated with a capital of \$40,000.

Miss Mabel V. Bentley has sold her drug store at Dresden, Ont., to Jas. W. Craig.

L. Koffler has opened a new drug store at 376 Bloor street, west.

The by-laws of the British Columbia Pharmaceutical Association have been amended, and now require all applicants for pharmacy diplomas to be British subjects, by birth or naturalization, and 21 years of age.

T. T. Barnes is selling out his drug business at Hamilton, Ont.

The Canadian Agency, manufacturers of pharmaceutical products, has been registered at Montreal.

Pharmacie Vachon, Ltd., Sturgeon Falls, Ont., has been incorporated by provincial charter and a capital of \$15,000. Dr. A. J. Aubin, Three Rivers, Que.; W. H. Pearson, Toronto; Hector Maranda, Plantagenet, Ont., and Geo. Vachon, Sturgeon Falls, are provisional directors.

The final and primary examinations of the Quebec Pharmaceutical Association will be held at Laval University, Quebec City, on Sept. 19.

Geo. Le Richie, a retired druggist, died at Hamilton, aged 86, last month. Interment took place at Kingston.

The "Pill Box" is the very illuminating name of a Vancouver drug store.

Alex. Stewart and T. E. McLellan were the delegates representing the Ontario College of Pharmacy at the C.Ph.A. Convention at St. John, N.B.

Victoria, B.C., druggists have protested their City Council adopting a by-law prohibiting them selling photographic films and supplies during hours when other business houses were closed.

Cocaine in large quantities is being smuggled into France from Germany, and the drug habit is spreading so rapidly among the French youth that it has aroused a cry of alarm from the French Academy of Medicine.

NATIONAL CASH REGISTER EXECUTIVE CHANGES

Announcement has just been made of three important changes affecting leading executives of The National Cash Register Company. John H. Patterson has resigned as president and general manager, but will continue actively in directing the affairs of the company. As chairman of the board of directors, Mr. Patterson will advise the directors and help formulate the policies of the company. His son, Frederick B. Patterson, was elected to succeed him as president, while J. H. Barringer was made general manager.

John H. Patterson has been president of The National Cash Register for 37 years. He is regarded as one of the world's greatest business leaders. The institution he has built in Dayton is regarded as the world's model factory. He built it from a workshop of one room with two employees to an organization employing more than ten thousand men and women in all parts of the world.

Frederick B. Patterson is 29 years old. His first work was on a farm. He attended school for two years in England, and has been connected with the N.C.R. for 11 years. He has been taught the principles of business by his father learning the N.C.R. business from the ground up. He started in as a workman in the foundry. In the interests of the company he has visited all of its agencies, except Africa, Australia, India, Russia, and Mexico. He was manager of the foreign department for two years, and until he entered the service of his country in 1917. In the late war he rose from a private in the ranks to a commission in the air service.

This change in the official family of the N.C.R. places more responsibility on F. B. Patterson. The N.C.R. business is one of the largest businesses in the world. There are many problems to be solved. He has stated time and again that the policies of his father are the ones which will govern him in all that he does. This means that the world situation will take much of his time and attention in an effort to help bring order out of chaos.

J. H. Barringer, the new general manager, was promoted from the ranks. He started with the company 14 years ago, holding a minor position. He earned promotion very rapidly and in 1913 was made first vice-president and assistant general manager. Mr. Barringer is only 36 years old. It is a remarkable tribute to his perseverance and ability that he has been chosen to manage one of the world's greatest industrial institutions.

PHOTOGRAPHIC Supplies

PHOTOGRAPHIC FILM COMPETITION INCREASES PRINTING SALFS

Toronto druggist stirs up interest in photographic goods by means of contest—Hundred enter competition and another contest planned to keep up interest.

SAWYER'S Drug Store at Broadview and Danforth avenues, Toronto, recently put on a film contest which proved so successful that during Toronto Exhibition time another contest of a somewhat similar nature is being put on.

The store has a big trade in photographic goods, and does an enormous business in printing from films. Mr. Sawyer says it is his best summer line. To keep up interest, and if possible increase the number of printing requests, he struck on the idea of a contest. So he got out this dodger:

CONTEST ANNOUNCEMENT

For the best pictures from a roll of film or film pack developed in our store between Saturday, July 16th and Saturday, July 23rd, we offer a First Prize of Five Dollars and for the second best a prize of Three Dollars, and for the third best a prize of Two Dollars.

The conditions of the contest are:—

1. The pictures must be taken by an amateur.
2. Only films or packs left with us on or between above dates will count for the contest.
3. We reserve the right to use Prize Pictures for display purposes.
4. Names and addresses of Contest Winners will be shown in our windows, Tuesday, July 26th.

Note the address carefully: Sawyer's Drug Store (Successor to F. W. Smith) 101 Danforth Ave., (at Broadview). Telephone Gerrard 435.

We guarantee every print we make.

The contest lasted but one week, and easily an extra hundred films were brought in during the period of the contest; and when the awards were made on the last day the special window held the attention of not only the contestants and their friends, but of a great majority of the people who pass this important centre every day.

The present competition is limited to pictures taken or

snapped on the Exhibition grounds and entered in the contest at the Sawyer store during the week the competition is open.

SIMPLE LOCAL CONTROL

A very simple method of controlling the density of negatives locally consists in the use of a sheet of ground glass of the same size as the negative placed glass to glass against the latter, and the two bound together with passepartout binding. The exposed ground side of the glass is then worked upon with pencil or stump where required. This idea may not be new to many, but is of considerable value in pictorial work, such as lightening tones and shadows, etc., in landscape or architectural work; and the use of glass has certain advantages over tissue paper or papier mineral secured to the glass side of the plate. This is especially so if the plate is to be printed by contact, the double thickness of the glasses assisting in making the hand-work less evident in the print. Any errors in manipulation may be rapidly removed from the ground glass with a damp cloth and the work done again immediately, which cannot be said of the former method, which only allows of rectification of mistakes by the application of a fresh sheet of paper. Care must be taken not to put too much work on the glass, and any hard outlines may be gradually softened off by gentle rubbing with a piece of chamois leather stretched over one finger. When lightening shadows or controlling high-lights by this method the photographic image must always be visible in the negative when viewed against the light. When a sheet of glass has served its purpose it may be cleaned off and used again for another plate, and so the method is not expensive. The slight grain in the glass may appear in the print, but not to any extent. In some specimens that we were recently shown it had quite an attractive effect in the picture.

Indiana State Reformatory has been sold to Colgate & Co., to be remodelled as a soap factory.

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Portrait	350 - 400	" (Portrait)
Isochromatic	80 - 100	" (Extra Hard) "
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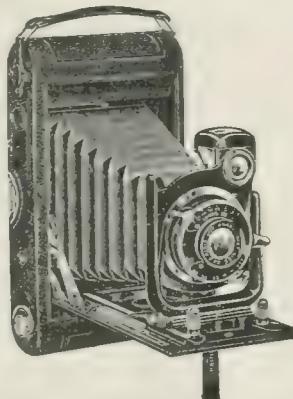
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AGENTS FOR CANADA THE
National Drug and Chemical Company of Canada, Limited
34 St. Gabriel Street, Montreal

A NEW DEVELOPER

It is a long time since we have had anything really fresh and at the same time of outstanding merit in the shape of a developer, but these are claims which I think can be confirmed in the case of a developer which has just been introduced under the curious title of D-50, says a writer in Abel's Photographic Weekly. It has been discovered and is being made by the Cooper Research Laboratories, Watford, England, who issue it as a concentrated solution. But unlike some other liquid developers, it is not used simply by mixing it with water, for it requires to be made up in two-solution form as follows:

A.	D-50 solution, as sold.....	1/2 ozs.
	Water, to make	10 ozs.
B.	Soda sulphite (cryst)	100 grs.
	Soda (carbonate) (cryst)	250 grs.
	Potass. bromide5 grs.
	Water, to make	10 ozs.

The working developer is made by mixing equal parts of A and B. D-50 is a remarkably economical developer in use and works absolutely without stain, so that it serves equally for plates and bromide and D. O. P. Also, its developing "power" appears to be distinctly greater than other developers, permitting of an appreciable shortening of exposure. With ordinary D. O. P. papers, which have been given a little longer exposure, the developer readily yields a most pleasing warm black to sepia color. For this purpose it is best to add a little more bromide beyond the small quantity in the above formula. Generally speaking, D-50 resembles amidol in its properties, with the great advantage that the ready-to-use solution will keep satisfactorily for at least a week. The A stock solution will keep for months.

DEVELOP AT-HOME PHOTOGRAPHY

There is a wide field, as yet little worked, in the photography, inside and out, of private dwellings. From time to time a photographer gets a commission to make a series of views of a house of which the owner is proud, but from the domestic or sentimental point of view very little is being done. This is probably from the idea that only large-sized pictures are to be had, and that consequently an album of one's home is a costly luxury. We have just seen an album of 5x7 prints, which suggested that a very profitable side line for druggists might be created in many "select residential neighborhoods." Man is an imitative animal (woman has also a word), and once the fashion is started it is likely to spread. Six, eight or twelve prints, according to the possibilities of the subject, in a portfolio or simple album would be a suitable arrangement. Comparatively few professional photographers touch the Autochrome or other screen-plate processes, and these might well supplement other home-pictures where the head of the family is an enthusiastic gardener. The claims of a rose garden with its pillars and pergolas and the herbaceous border are undeniable when a good specimen is shown.

GOOD CAMERA WINDOW DISPLAY

A drug store with a camera department, says *System*, erected a miniature stairway in its window. On the bottom step were arranged snapshots of tiny babies, on the second step pictures of older infants, on the next pictures of children, and so on to the top, which held a camera and an enlarged positive of a man, "Father," and a grandmother. A girl converted the idea of the display: "Record the steps of life with a lot of cameras."

NEW PHOTOGRAPHIC GOODS

The annual Photographic Fair was held in London, England, last month, at which the manufacturers of photographic goods and the jobbers of photo supplies made splendid displays.

About fifty firms were represented, and the exhibition hall was crowded with visitors during almost the whole time the Fair was open.

Manufacturers of photo paper showed a number of new grades, of which 'Zona' was notable. This paper is manufactured by Illingworth and closely approximates in its qualities the slow professional grade of "Cyko."

In photographic apparatus there was shown a novelty in the shape of a daylight developing tank for film-spools. It is the "Carbine" introduced by Messrs. Butcher and specially adapted for six-exposure spools in the smaller sizes. The spool is fitted into the somewhat enlarged mouth of a narrow vertical tank, the lid put on, and then a plunger is thrust down and holds the two half-lengths of the band of film in a loop, back to back, in the developer.

The most notable new things in cameras were two folding reflex models. These are the introductions of two pioneer makers of reflector cameras, Adams & Co. and Newman & Guardia. There have been shown folding reflex cameras before, but almost without exception it has taken too long a time to open them for use; and also the adoption of a folding pattern has meant the sacrifice of many other features, such as ample rise of front, rotating back and other movements of particular value in a reflex. But the two cameras shown have overcome these difficulties. The cameras are got ready for use from the folded position as speedily as you would open, say, an ordinary focal-plane camera.

GETTING THE PICTURE POSTCARD BUSINESS

One of the Lanspeary, Ltd., drug stores in Windsor, Ont., makes a strong bid for picture postcard business, a large display rack occupying the centre space of the floor.

The store is near the riverfront, just a short distance from the ferry dock where the Detroit boats tie up, and where visitors from the "other side" pass the front on their way to spending a few hours in "Canady." The street cars, too, gravitate to this centre.

One of the time-saving stunts used is a stamp-vending machine close by the postcard rack. For a nickel two two-cent stamps may be purchased. Because, however, so many people object to paying five cents for four cents' worth of stamps, any cause of irritation is smoothed over by the store's offer stated on the stamp-vending machine, which is this: "This stamp machine supplies two two-cent stamps for a nickel, but a printed slip is given with each batch of stamps, allowing 1 cent on goods purchased." Pleased at getting the best of such a machine, customers are more liberal in their local view postcard and other purchases. Below the postcard rack is a large wooden box with a slit in it. An announcement on the box contains an invitation to "Drop your postcards in here. We will mail them for you."

All details that so many people abhor are taken care of at this store that has made a careful study of human nature, says a writer in the Bulletin of Pharmacy. That is perhaps the more local view postcards are sent from Windsor than from any other Canadian city of its size. And Lanspear's, Limited, enjoy almost a monopoly of the local view post-card business.

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetanilid, lb.	\$1.60	Aluminum, Acetotartrate, oz.	30.25	Ashes, pearl, oz.	\$.60	B. Resinol, oz.	\$.15
Acetone, pure, lb.	.95	Bromide, oz.	.50	Pot., lb.	.35	Br. Resin., oz.	.15
Acid, Acetic, B.P., lb.	.22	Chloride, pure, oz.	.25	Asp. Extract, 15 gr. tabs.	.18	C.P., oz.	.60
Acetic, 99 1/2 p.c., lb.	.65	Metal, oz.	.25	Atropia, pure, 15 gr. tabs.	2.00	C. 2. side, oz.	.30
Arsenious (Arsenic), lb.	.20	Nitrate, pure, oz.	.15	Sulphate, 1/2 oz. tabs.	17.00	Bromipin, 1/2 lb., lb.	4.30
Arsenious (pure), oz.	.10	Sulphate, pure, oz.	.15	Peru, oz.	.25	Tablets, box of 25 each	.65
Arsenious (red lump), oz.	.05	Aluminum, oz.	.75	Bark, Ash, 15 gr. tabs.	1.60	Bromoform, oz.	.40
Benzic, from Gum, oz.	1.10	Alumin., 15 gr. tabs. each	.25	Catappa, Amer., lb.	.90	Br. Resin., oz.	3.15
Benzic, from Toluol, oz.	.20	Amid., oz.	1.00	Copaiba, English, lb.	...	Br. Resin., oz.	.50
Boric Crystals, lb.	.26	Ammonal, oz.	1.65	Peru, oz.	.25	Catimim, oz.	.25
Boracic, pulv., lb.	.26	Ammonal, tablets, oz.	1.65	Peru, oz.	.15	Chloride, oz.	.30
Butyric, oz.	.50	Ammonium Acetate, oz.	.15	Bark, Ash, prickly, lb.	.25	I. dice, oz.	.85
Cacodylic, 5 gr. tabs. ea.	.30	Benzocet., oz.	.35	Bark, Angustura, lb.	1.10	Nitrate, oz.	.25
Camphoric, oz.	.9	Bichromate, oz.	.20	B. Berry, lb.	.90	Sulphate, oz.	.30
Carbolic, 1 lb. tabs.	.60	Borate, oz.	.20	Canella, lb.	.25	Sulphide, oz.	.50
Carbolic, 5 lb. tins, lb.	.55	Boracite, oz.	.15	Cassara, lb.	.4	C. 2. side, oz.	.9
Carbolic, 10 lb. tins, lb.	.52	Bromide, lb.	.85	Cascarilla, lb.	.75	Benzilate, oz.	2.10
Carbolic, crude, Com'l., gal.	.85	Carbonate, lb.	.22	Cherry, black, lb.	.30	Chlorate, oz.	.65
Chromic, pure, Cryst., oz.	.25	Carbonate C.P., Howard's, lb.	1.00	Cotton Root, lb.	.20	Hydrobromate, oz.	1.20
Cryspidanic, oz.	.50	Carbonate C.P., Merck's, lb.	.60	Condurango, lb.	.60	Hydrochloride, oz.	1.35
Cinnamic, oz.	.8	Carbonate, powd., lb.	.23	Hemlock, lb.	.15	Hydroxylate, oz.	1.00
Croton, lb.	.50	Carbide, 1 lb. tabs.	.5	Mezereon, lb.	.5	and Soda Benzoate, oz.	.80
Cresylic, oz.	.4	Chloride, 1/2 lb. tabs.	.5	Peruvian, Red, lb.	1.50	Calamine, prepared, lb.	.15
Fluorite, 1 lb. tabs. each	1.50	Chloride, 1/2 lb. tabs.	.3	Peruvian Yellow, lb.	1.5	Calcium, metal, z.	5.25
Fluorite, 1/2 lb. tabs. each	.88	Chloride, 1/2 lb. tabs.	.6	Pomegranate, lb.	.55	Chloride, 1/2 lb. tabs.	.15
Fluorite, 1/4 lb. tabs. each	.56	Chloride, 1/2 lb. tabs.	.18	Sassafras, lb.	.75	Br. Resin., oz.	.25
Fluorite, 1/8 lb. tabs. each	.40	Chloride, 1/2 lb. tabs.	.35	Soap, lb.	.40	Calamine, pure, z.	.15
Gallic, oz.	.25	Chloride, 1/2 lb. tabs.	.30	Tamarac, lb.	.35	Chloride, com'l., lb.	.08
Glycerine, phosphoric, oz.	.65	Chloride, 1/2 lb. tabs.	.20	Wahoo, lb.	.65	Chloride, pure, lb.	1.00
Hydriodic, oz.	.45	Chloride, 1/2 lb. tabs.	.15	Witch Hazel, lb.	.15	Glycerophosphate, oz.	.30
Hydrobromic, lb.	.55	Chloride, 1/2 lb. tabs.	.10	White Pine, lb.	.18	Hypophos., oz.	.15
Hyperphosphorus, 10 p.c., oz.	.15	Chloride, 1/2 lb. tabs.	.05	Barium, Acetate, oz.	.20	Hydroxylate, z.	.15
Lactic, concentrated, oz.	.15	Chloride, 1/2 lb. tabs.	.25	Bromide, oz.	.40	Hydroxylate, z.	.60
Mallie, oz.	.20	Chloride, 1/2 lb. tabs.	.15	Carbonate, pure, lb.	.60	Iodide, z.	.50
Mesconic, oz.	4.25	Chloride, 1/2 lb. tabs.	.30	Chloride, com'l., lb.	.25	Barium sulphate, z.	.85
Methylidic, pure, oz.	.4	Chloride, 1/2 lb. tabs.	.15	Chloride, com'l., lb.	.15	Nitrate, z.	.25
Monochlor. acetic, oz.	.45	Chloride, 1/2 lb. tabs.	.15	Chloride, pure, lb.	.70	Chlorate, pure, z.	.8
Muriatic, com'l., lb.	.05	Chloride, 1/2 lb. tabs.	.10	Metal, 2 c.c. tubes, each	7.00	Peru, z.	.25
Muriatic, C.P., lb.	.47	Chloride, 1/2 lb. tabs.	.09	Peru, Peru, z.	.25	Peru, Peru, z.	.97
Nitric, com'l., lb.	.14	Chloride, 1/2 lb. tabs.	.30	Peru, Peru, z.	.25	Peru, Peru, z.	.47
Oleic, pure, oz.	.45	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.15	Peru, Peru, z.	.76
Osmic, 1 gramme tu. ea.	5.10	Chloride, 1/2 lb. tabs.	.20	Oxide, Hydrate, com'l., oz.	.10	Peru, Peru, z.	.1
Oxalic, lb.	.50	Chloride, 1/2 lb. tabs.	.15	Peroxide, Anhydrous, z.	.10	Peru, Peru, z.	.15
Oxalic, pulv., lb.	.55	Chloride, 1/2 lb. tabs.	.15	Peroxide, com'l., lb.	1.00	Peru, Peru, z.	.1
Perchloric, oz.	.25	Chloride, 1/2 lb. tabs.	.25	Phosphate, z.	.1	Peru, Peru, z.	.15
Phosphoric, concent. 1500		Chloride, 1/2 lb. tabs.	.75	Smith, Precip., z.	.11	Peru, Peru, z.	1.25
Phosphoric, dil., lb.	.75	Chloride, 1/2 lb. tabs.	.25	Sulphide, pure, oz.	.15	Peru, Peru, z.	1.00
Phosphoric, glacial, oz.	.80	Chloride, 1/2 lb. tabs.	.75	Beans, Calabar, oz.	.15	Peru, Peru, z.	.25
Phosphoric, syrupy, 1750, lb.	.80	Chloride, 1/2 lb. tabs.	.25	T. amara, z.	.25	Peru, Peru, z.	.10
Pratzenous, lb.	.15	Chloride, 1/2 lb. tabs.	.25	Vaccinia, Mexican, oz.	.60	Peru, Peru, z.	.95
Prussic, g.s., tabs., dos.	.20	Chloride, 1/2 lb. tabs.	.25	Varicella, Bar. n., oz.	.40	Peru, Peru, z.	.1
Pyroglac. March's, oz.	.45	Chloride, 1/2 lb. tabs.	.25	Berberine, Muriate, oz.	4.00	Cannabine Tannate, 15-gr. tales each	.6
Salicylic, lb.	.65	Chloride, 1/2 lb. tabs.	.25	Cantharides, whole, Chinese		Cantharides, whole, Chinese	2.0
Salicylic, natural, oz.	1.00	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.		Peru, Peru, z.	2.0
Succinic, oz.	2.00	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.		White, Russia, lb.	6.50
Sulphanilic, oz.	.50	Chloride, 1/2 lb. tabs.	.25	Berry, Chloride, com., oz.	.5	Peru, Peru, z.	6.00
Sulphocarbonic, oz.	.35	Chloride, 1/2 lb. tabs.	.25	Berries, Buckthorn, lb.	1.00	Carthamus, 3 gr. tabs. each	2.25
Sulph., com'l., lb.	.08	Chloride, 1/2 lb. tabs.	.25	Cocculus, Indicus, lb.	.75	Carthamus, 3 gr. tabs. each	.25
Sulph., C.P., lb.	.47	Chloride, 1/2 lb. tabs.	.25	Cubeb, lb.	.35	Carthamus, 3 gr. tabs. each	.25
Sulphurous, lb.	.20	Chloride, 1/2 lb. tabs.	.25	French, lb.	.20	Carthamus, 3 gr. tabs. each	.25
Stearic, lb.	.60	Chloride, 1/2 lb. tabs.	.25	Juniper, lb.	.245	Carthamus, 3 gr. tabs. each	.25
Tannic, lb.	2.25	Chloride, 1/2 lb. tabs.	.25	Prickly Ash, lb.	.30	Carthamus, 3 gr. tabs. each	.25
Tartaric, crys., lb.	.60	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.65	Carthamus, 3 gr. tabs. each	.25
Tartaric, pulv., lb.	.60	Chloride, 1/2 lb. tabs.	.25	Sax. Palmetto, lb.	.40	Carthamus, 3 gr. tabs. each	.25
Trichloracetic, oz.	.45	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.70	Carthamus, 3 gr. tabs. each	.25
Uric, oz.	1.50	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.75	Carthamus, 3 gr. tabs. each	.25
Valerianic, oz.	1.70	Chloride, 1/2 lb. tabs.	.25	Perzate, oz.	.85	Carthamus, 3 gr. tabs. each	.25
Aconitine, pure, amorph, gr.	.20	Chloride, 1/2 lb. tabs.	.25	Betanaphthol, oz.	.25	Carthamus, 3 gr. tabs. each	.25
Adeps Lamee hydrous, lb.	.45	Chloride, 1/2 lb. tabs.	.25	Chlorate, oz.	.40	Carthamus, 3 gr. tabs. each	.25
Atirol, oz.	.75	Chloride, 1/2 lb. tabs.	.25	Iodide	.65	Carthamus, 3 gr. tabs. each	.25
Albumen, from egg, oz.	.95	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.80	Carthamus, 3 gr. tabs. each	.25
Albumen, from fish, d. z.	1.10	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.83	Chlorophyl, for water, oz.	.75
Alcohol, gall. n.	19.75	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.40	Chlorophyl, for water, oz.	.75
Amorph. C.P., lb.	3.00	Chloride, 1/2 lb. tabs.	.25	Peru, Peru, z.	.45	Chlorophyl, for water, oz.	.75
Columbian, spt., gal.	3.50	Chloride, 1/2 lb. tabs.	.25	Salicilate, oz.	.35	Chlorophyl, for water, oz.	.75
Methylated, gal.	1.80	Chloride, 1/2 lb. tabs.	.25	Sulphate, oz.	.6	Chlorophyl, for water, oz.	.75
Wax, gal.	1.6	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Aldehyde, oz.	.10	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Alkanrin, oz.	1.50	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Almonds, bitter, lb.	.40	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Almond Meat, lb.	.80	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Alpin, oz.	.25	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Atum, lb.	.00	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Chrome, lb.	.50	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Pulv., lb.	.10	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Aluminium, coarse powder, oz.	.30	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75
Acetate, oz.	.15	Chloride, 1/2 lb. tabs.	.25	Aspirin, 1 gr. tabs. each	.15	Chlorophyl, for water, oz.	.75

Ascorbic Acid, 100 gm. each	\$.2	Gum Shellac, orange, lb.	\$1.50
Ascorbic Acid, 10 gm. each	.2	Shellac, bleached, lb.	2.25
Ascorbic Acid, 1 gm. each	.05	Shellac, P. wda., lb.	1.85
Ascorbic Acid, 1/2 gm. each	.025	Stearin, oz.25
Ascorbic Acid, 1/4 gm. each	.0125	Spruce, lb.	2.50
Ascorbic Acid, 1/8 gm. each	.00625	Substitute Yellow Dextrine, lb.	1.10
Ascorbic Acid, 1/16 gm. each	.003125	White, lb.10
Cochineal, lb.	1.25	Tammar, lb.	1.50
Cochineal, 1/2 lb.	1.125	Thuya, Turpentine, lb.50
Cocoa Butter, lb.	1.00	Ti, 200 gm. each, lb.	4.00
Codexia, Cryst., oz.	9.50	Tragacanth, extra select, ab.	6.50
Hydrochlor.,2	Tragacanth, 2nd select, lb.	5.75
Phosphate, oz.750	Tragacanth, Sorts, lb.	3.00
Sulphate, oz.750	Gun Cotton, oz.40
Collodian, C.P., Cryst. 15 gr. bot., each	2.65	Haemoglobin, oz.85
Colocynth, apple, lb.80	Hedonal, oz.	1.35
Fluva, lb.	1.00	Heliotropin, oz.50
Collodian, lb.60	Holocaine Hydrochlor, 1 grammie bots., each	1.00
Canthar., oz.40	Homatropine, pure, 1 gr. tube, each	.25
Canthar., 1/2 oz.10	Hydrobromate, 1 gr. tube, each	.50
Styptic, oz.15	Honey, lb.40
Coloring, Brandy, lb.25	Hops, in packages, lb.65
Cochineal, lb.50	Hydrastin, Alkaloid, 15 gr. tubes, each	2.50
Confect., Opium, lb.75	Hydrastin, Hydrochlor, 15 gr. bots., each	1.50
Roses, lb.	1.25	Sulphate, 15 gr. bots., ea	2.30
Senna, lb.	1.25	Hydrastinine Hydrochlor, 15 gr. tubes, each	2.75
Sulphur, lb.50	Hydroquinine, oz.25
Copper, Acetate, pure, oz.25	Hyoscine Hydrobrom, 1 gr. tube, each	.50
Arsoniate, oz.20	Hydrochlor, 1 gr. tube, each	1.25
Aluminated, oz.10	Pure Amorphous, 1 gr. tube	.50
Ammonia Sulph., oz.15	Hyoscynamine, amorph., Cryst., 1 grain, each	.40
Bromide, oz.45	Hydrochlor, 5 gr. tube, each	1.75
Carbonate, lb.60	Sulph., pure, 5 grains each	.60
Chloride, B., oz.20	Ichthyalbin, oz.90
Citrate, oz.30	Ichthoform, 1 oz.	1.25
Cyanide, oz.25	Ichthyo: Sodium, oz. (substitute), oz.80
Filings, oz.12	Insect Powder, lb.80
Foil, oz.15	Iodine, Chloride, Tri., oz. Commercial, oz.	1.10
Metal, oz.25	Resinoid, oz.50
Nitrate, oz.20	Iodochloride, oz.	1.25
Oxalate, oz.35	Iodoform, Cryst., or powder, oz.60
Oxide, black, oz.25	Iodoform, Deodorized, oz.	1.00
Oxide, red, oz.30	Iodometh, oz.	1.10
Potass. Chloride, oz.20	Iodoformogen, oz.55
Shot, oz.25	Iodol, oz.	1.75
Sulphide, oz.20	Iodopin, oz.	1.05
Sulphate, pure, lb.55	Iodophenin, oz.	2.00
Sulphate, com'l., lb.19	Iodothyrene, oz.	5.00
Tartrate, oz.20	Iodopyrine, 10 grammie bots., ea	.50
Wire, oz.25	Ionone, grain05
Cowbage, oz.	1.75	Iridin, 1/2 oz., each	1.00
Creosote, B.W., lb.	1.40	Iron Acetate, oz.25
Carb., oz.40	Ammoniated, lb.70
Crocus, Martis, lb.38	Ammonia, sulp., oz.15
Croton Choral, oz.85	Ammon. Mur., lb.50
Cumarin, oz.90	Arsenate, oz.25
Cuttle Fish bone, lb.60	Arseniate, oz.20
Powdered, lb.70	Benzoate, oz.23
Daturine, Pure, 5gr. bot., each	.80	Bromide, oz.20
Hydrochlor, 5 gr. bot., each	.75	Hydrogen, oz.20
Sulphate, 5 gr. bot., each	.75	Cacodylate, oz.	3.00
Delphinine, 15 gr. bot., each	.65	Carb. Precip., lb.40
Diabetin, 100 grammes for 2.00		Carb. Saech., lb.75
Diacetyl, Morphine, oz.	13.50	Chloride, (Ferric), oz.15
Diaphorine, oz.75	(Ferrous), oz.25
Dipamente, lb.50	“ Citrate, oz.20
Diastase, Malt., oz.60	“ Ammonia, lb.	2.10
Digitonin, German, pure, 1/2 oz., each	4.00	Citrate and Quinine, 4 p.c., oz.45
Digitonin, pure, 5 gr. tube, each	.40	“ 10 p.c., oz.50
Dimethyl-Amidobenzaldehyde, oz.	1.75	“ B.P., oz.60
Dimin, 15 gr. tube, each	1.05	“ and Strych., oz.25
Diphenylamine, oz.25	(Ferrocyanide), pure, oz.30
Di Thymol-Iodide, oz.	1.50	Filings, lb.50
Dioscor. K. II	2.70	Glycero-phosphate, oz.50
Merck's (Theobromine and Soda Salicyl), oz.75	Iodide, oz.35
Edinol, powd., oz.	1.05	Hypophos, oz.30
Elaterium, oz.	2.80	Saccharated, oz.80
Elaterin, Cryst., 15 gr. bot., each	2.40	Lactate, oz.30
Emetine, Alkaloid, 5 gr. bot., each	.60	Lactophosphate, oz.35
Fr. Valerianate, oz.	1.00	and Manganese Citrate, oz.35
Pulv., lb.6	“ Peptonized, oz.35
Pulv., lb.	6.25	Nitrate Crystals, oz.25
Er.56	Oxalate, oz.25
Eryth.	1.9	Soda, Chlor., lb.18
Eserine, C.P., 1/2 gr. tube, C.P., 1/2 gr. tube, each	2.10	Soda Ethylate, oz.25
C.P., 1/2 gr. tube, each	2.15	Strychnine, lb.30
Citrate, oz.	1.50	Zinci Chlor., lb.40
Hydrobromate, 5 gr. tube, each	1.75	Liquorice, Paste, lb.	1.40
Hydrobromate, 5 gr. tube, each	1.75	Powd. Extract, lb.	1.75
Nitrate, 5 gr. tube, each	1.75	sticks, lb.	1.10

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Chlorate, oz.	.30	Oxide, oz.	.15	Wine, oz.	.25	Hypophosphite, oz.	.30
Iodide, oz.	.60	Salt, lb.	.30	Wintergreen, oz.	.75	Glycerophosphate, oz.	.30
Nitrate, oz.	.15	Sheet, oz.	.15	Artificial, oz.	.15	Hyposulphite, oz.	.50
Salicylate, oz.	.45	Sulphate, oz.	.10	Wormwood, oz.	.50	Hyposulphite, oz.	.15
Tartrate, oz.	.35	Nosophen, oz.	2.50	Wormwood, oz.	2.50	Iodate, oz.	1.20
Litmus, Granular, lb.	2.00	N. N. Vitriol, powd., lb.	.45	Oil Cake, ground, lb.	.06	Iodide, lb.	5.00
Cubes, lb.	2.85	Sylanders, Reagent, lb.	1.00	Ointments, Balladonna, oz.	.35	Metabisulphite, oz.	.15
L. sulphur, oz.	1.25	Oil Amber, crude, lb.	1.25	Blue, lb.	1.30	Nitrate, lb.	.25
Luminol, oz.	9.60	Rectified, lb.	1.25	Boracic Acid, lb.	.45	C. E., lb.	1.00
Lupulin, oz.	.65	Amygdal, Amara, pure, oz.	1.50	Calamine, lb.	.75	Oxalate, Neutral, lb.	1.80
L. camph. lb.	.75	Persic, oz.	1.25	Canthar, lb.	1.10	Perchlorate, oz.	.30
Lycoper., oz.	3.75	Aniline, oz.	.15	Carbolic, lb.	.50	Permanganate, lb.	.76
Magnesium, Ammonia, Phosphate, oz.	.20	Atiso, oz.	.20	Gallae, lb.	1.10	Phosphate, C.P., oz.	.30
Borocitrate, oz.	.25	Banana, lb.	.70	Co., lb.	2.00	Prussiate, Red, Cryst., lb.	1.85
Br. mide, oz.	.45	Bay Green, oz.	.10	Hyd. Ammon. Chlor., lb.	1.15	Red. Pulv., lb.	1.90
Carb., (ounces), lb.	.40	Bay Rum, oz.	.65	Biniodide, lb.	1.75	Salicylate, oz.	.80
" ponderous, lb.	.60	Bergamot, oz.	.65	Compd., lb.	1.75	Silicate, oz.	.40
" (Powdered), lb.	.25	Cade, oz.	.20	Nitritas, lb.	1.00	Silicofluoride, oz.	.15
" calcined, lb.	.85	Cajeput, oz.	.15	Oxide, Flav., lb.	.90	And Soda Tart., C.P.	
Chloride, oz.	.20	Camphor, lb.	.60	Oxide, Rub., lb.	1.50	Cryst., lb.	1.40
Chlorite, soluble, lb.	1.25	Caps com., oz.	1.15	Iodine, lb.	1.10	Sulphate, Cryst., lb.	1.00
Glycophosphate, oz.	.40	Cara vay, oz.	.65	Compd., lb.	.95	Pulv., lb.	1.00
Hypophosphite, oz.	.80	Cassia, oz.	.25	Iodoform, lb.	2.00	C.P., Cryst., oz.	.20
Magnesium Metal, powd., oz.	.40	Caster, English, 1st., lb.	.40	Picis, lb.	.50	C.P., powd., oz.	.20
Nitrate, oz.	.15	2nds, lb.	.43	Plumbi, Acetats, lb.	.65	Sulphite, oz.	.25
Phosphate, oz.	.15	Pharmaceutical, lb.	.45	Plumbi, Iodi, lb.	1.75	Sulphocarb., oz.	.80
Ribbon, oz.	1.00	Cedar, pure, lb.	2.75	Resin, lb.	.75	Sulphocyanate, oz.	.85
Salicylate, oz.	.20	Cedar, Com'l, lb.	1.90	Simple, lb.	.65	Sulphuret, lb.	.90
Sulphate, C.P., dried, lb.	.45	Wood, lb., cedar	1.25	Sulphur, lb.	.60	Tartrate, lb.	2.15
" Camphor, lb.	.7	Cedrat, oz.	.90	Sulphur compound, lb.	.80	Propylamine, oz.	1.00
Sulphite, oz.	.15	Chaulmoogra, oz.	.50	Zinc, Oxide, lb.	.60	Chlor., oz.	.80
Wire, oz.	1.00	Chamomile, oz.	4.00	Oleo-Resin, Capsicum, oz.	.60	Protan, powd., oz.	.75
Mallein (5 grammes tubes), each	1.00	Citronella, Com'l, lb.	1.35	Opium, oz.	.90	Pulvis, Aloes Co., lb.	.80
Maltose, oz.	1.05	Opt., lb.		" Pulv., oz.	1.00	Amygdal, lb.	1.00
Manganese, Borate, oz.	.85	Cinnamon, True, oz.	2.50	Orange Peel	.35	Antimon Co., lb.	.80
Carbonate, oz.	.20	Cloves, oz.	.25	Ground	.38	Aromatic or Cinnamon Co., lb.	1.00
Chloride, oz.	.20	Cocoanut, lb.	.35	Pancreatine, Pure, Active, oz.	.35	Pulvis, Creta, Aromat, lb.	.65
Glycrophos, oz.	.45	Cod Liver, N.F., gal.	2.90	Papaine,		C. Opis, lb.	.90
Hypophos, oz.	.35	" Mace, Essential, oz.	.40	Merck's, oz.	1.00	For Mistura Creta, lb.	.45
Iodide, oz.	.60	Cognac, green, oz.	1.75	Paraformaldehyde, oz.	.20	Ipecac Co., lb.	2.75
Metal, oz.	.50	White, oz.	1.10	Pelletierine, Sulphate, 15 gr. bot., each	2.00	Jalap Co., lb.	1.50
Oxide, commercial, lb.	.15	Copaiba, oz.	.20	Tannate, 15 gr. bot., ea	1.50	Kino Co., lb.	2.40
Black, pure, lb.	1.95	Coriander, oz.	.575	Pepsire, Boudaults, oz.	2.35	Licries Co., lb.	.40
Peptonized, oz.	.50	Cotton Seed, gal.	2.10	Scale, Pure Soluble, lb.	6.00	Opis Co., lb.	2.75
Phosphate, oz.	.20	Crotou, oz.	.25	Pure, Soluable, oz.	.50	Rhei Co., lb.	1.20
Sulphate, oz.	.15	Cuie's, oz.	1.00	Peptone, meat, dry, oz.	.85	Scammony Co., oz.	.30
Magnes. oz.	.15	Other Resin, oz.	1.00	Perhydrol, 50 grammes bots., each	.75	Seidlitz, lb.	.55
Menthol, lb.	.50	Cumin, oz.	1.25	Petrolatum, Yellow, lb.	.30	Tragacanth Co., lb.	1.25
Mesop. lb.	1.50	Dill, oz.	1.00	White, lb.	.50	Thompson's Composition, lb.	.65
Acetate, oz.	.30	Erigeron, oz.	.90			Putty Powder, lb.	.90
Bleach'r - Corros. Sub-limate, lb.	1.65	Eucalyptus, oz.	.15	Pygotannin, blue, oz.	.25	Pyramidon, Swiss, oz.	1.50
Pulv., lb.	2.05	Fennel, oz.	.45	Salicylate, oz.	.15	Pyridin, C.P., oz.	.25
Bisulphite, oz.	.45	Fusel, lb.	1.25	Phenol, Bismuth, oz.	.80	Pyrogallol, Bismuth, oz.	1.85
Brenade, oz.	.5	Hemlock, pure, lb.	2.00	Phenol, Chloride, oz.	.45	Pyrolignine, oz.	1.20
With Chalk, oz.	.1	No. 2 lb.	1.75	Phenolphthalein, oz.	.25	Quassia chips, lb.	.15
Chloride, Calomel, lb.	2.00	Goose, lb.	.75	Phloroglucin, 1/2 oz., each	.80	Quassin, 15 gr. bot., each	1.85
Chl. Am. (White Precip.), oz.	.20	Jasmine, oz.	4.40	Vanillin, 1/2 oz., each	.50	Quinine, Alkaloid, oz.	2.05
Cyanide, oz.	.45	Juniper, Berries, oz.	1.00	Phosphorus, lb.	1.10	Arsenate, oz.	2.05
1-10 Viride, oz.	.55	Wood, lb.	3.50	Pentoxide, oz.	.60	Bisulphite, oz.	1.45
Nitrate Cryst., oz.	.30	Lavender, Eng., oz.	5.50	Red, oz.	.30	Cacodylate, oz.	4.20
Nitric Oxide, Red Precip., lb.	2.00	Eng. 1/2 oz.	.2	Pilocarpine, Alkaloid, 5 gr. bot., each	.75	Cirr., oz.	2.25
Oleate, 10 p.c., oz.	.28	Lavender, French, oz.	.60	Hydrobromate, 5 gr. bot., each	.90	Dihydrochlorate, oz.	2.25
Oleate, 20 p.c., oz.	.38	Garden, oz.	.15	Muriate, 5 gr. bot., each	.55	Ferro Cyanide, oz.	2.05
Oxide, Flav., oz.	.30	Lemon Ott., lb.	1.50	Nitrate, 5 gr. bot., each	.55	Glycerophosphate, oz.	2.05
Oxychloride, oz.	.60	Grass, oz.	.45	Malefern, oz.	1.05	Hydrobromate, oz.	1.80
Oxycyanide, oz.	.65	Linseed, boiled, gal.	1.30	Mustard, artificial, oz.	.85	Hydrochloride, oz.	1.80
Salicylate, oz.	.45	Raw, gal.	1.25	Essential, oz.	2.35	Hypophosphite, oz.	2.05
Sulph. Flav. (Turpeth Min'l), oz.	.40	Mace, Essential, oz.	.40	Mybrane, lb.	.45	Phosphate, oz.	2.25
with Sulph. (Ethiops Min'l), oz.	.25	Expressed, oz.	.30	Neatsfoot, gal.	2.25	Sulphate, oz.	1.40
Sulphate, bi., oz.	.35	Malefern, oz.	1.05	Neroli, oz.	2.00	Salicylate, oz.	2.25
Sulphocyanide, oz.	.45	Mustard, artificial, oz.	.85	Nutmeg, oz.	.25	Tannate, oz.	1.20
Tannate, oz.	.35	Pip. Resin, oz.	2.50	Piper, black, oz.	1.20	Valerinite, oz.	3.50
Magnes. 10 grammes	.25	Olive pure, gal.	.90	Platin., 1 oz., each	.80	Rescorin, oz.	.15
Magnes. 1 lb., oz.	1.25	Orange, oz.	.80	" bot., each	8.00	Resublimed, oz.	.25
Magnes. 1/2 lb., oz.	.20	Red, oz.	.60	Foil, per gr.	.50	Rice Flour, lb.	.15
Milk Sugar, oz.	.50	Origanum White, oz.	.20	Wire, per gr.	.50	Redinal, 3 oz. bottle fer.	.90
Mastura Ferri Co., lb.	.60	Red, lb.	3.00	Plumbago, lb.	.12	Root, Aconite, lb.	.75
Glycyrhiza Co. (U.S.P.), oz.	.60	No. 2 lb.	.60	Pedopalin, oz.	1.45	Pulv., lb.	.90
Morphia, Alkaloid, oz.	10.50	Palm, oz.	.45	Poppy heads, per doz.	.70	Alkanet, lb.	2.00
"	6.25	Patchouli, oz.	1.00	Potassium, pure, 1/2 oz., ea.	.50	Angelica, lb.	.90
Bromide, oz.	20.00	Pennyroyal, oz.	.25	Acetate, lb.	1.15	Arnica, lb.	2.00
Magnes. 6.25	6.25	Perper, black, oz.	1.20	Arsenate, oz.	.20	Belladonna, oz.	.15
Sulphate, oz.	6.50	Ole Resin, oz.	2.50	Arsenate, oz.	.20	" powd., oz.	.15
Tartrate, oz.	10.00	" Jap., oz.	.50	Benzote, oz.	.70	Blood, lb.	.60
Valerenate, oz.	20.00	English, oz.	2.00	Bicarb., lb.	.50	Pulv., lb.	.65
Monochlorophenol, oz.	.60	Todds, oz.	1.50	" Pulv., lb.	.50	Burdock, lb.	.45
Moss, Iceland, lb.	.60	Petr. latum, Amer., gal.	3.5	" C.P., Cryst., lb.	1.25	Elecampane, lb.	.32
Irish, lb.	.25	Pip. oil, oz.	.45	" C.P., Crystal, lb.	.65	" pulv., lb.	.36
Bleached, lb.	.60	Santal, oz.	1.00	Bichromate, lb.	.65	Galangal, lb.	.35
Moss, Can., oz.	2.00	W. I., oz.	.70	Bisulphite, lb.	1.45	Curcuma, pulv., lb.	.80
Moss, pure grain, grain.	.10	Arjuna, lb.	1.35	Bitter, pulv., lb.	.65	Dandelion, lb.	.50
Mario, oz.	1.25	Savin, oz.	.75	Bromide, lb.	.65	Dock, yellow, lb.	.30
Naphthaline, E.P., Cryst., oz.	.15	Rose, Virgin, 1/2 oz.	.25	Calcarate, lb.	.30	" cut, lb.	.47
E.P., pulv., oz.	.10	Rosemary, Opt., oz.	.20	Caustic, Purif. by alcohol, lb.	.30	Calamus, lb.	.75
"		Com'l, lb.	.20	"		Colchici, lb.	2.10
N. 1-10 Recryst.		Santal, oz.	1.00	Sticks, lb.	.80	Colombia, lb.	.55
Beta, Recryst, Medicinal, oz.	.83	W. I., oz.	.75	Cl. rate, lb.	.25	Root, Gentian, lb.	.30
Beta, Recryst, Medicinal, oz.	.20	Arjuna, lb.	1.35	Potassium, Chlor., Pulv., lb.	.30	" pulv., lb.	.35
"	.45	Savin, oz.	.75	" C.P., lb.	.55	Ginseng, oz.	.60
"	.30	On. Skunk, lb.	.50	C.P., C.P., Crystal	.55	Golden Seal, whole, lb.	10.50
"	.17	Spur., oz.	1.25	"		Powd., lb.	10.50
"	.20	Sperm., gal.	4.75	Chloroplatinate, 15 gr. bots., each	2.60	Hellebore, White, Pulv., lb.	.40
"		St. Johnswort, lb.	.75	Chromate, Yellow, C.P., oz.	.15	Ipecac, oz.	.45
"		Spruce, lb.	2.00	Citrate, lb.	2.00	Jalap, lb.	.85
"		Tarsy, oz.	.85			Jalap, pulv., lb.	.90
"						Lapandrin, lb.	.3

*Twelve Reasons why the Retail Drug Trade
of Canada should stock and push the sale of*

BLACKSTONE

10-CENT

CIGARS

REASON NO. 12

The makers of this cigar believe in the retail drug trade for the sale of a good cigar.

We believe the average druggist can increase his cigar business very materially by adequate display and a proper selection of lines carried.

Our salesmen are ready to advise and help any druggist to display his stock in his case; to make a window display.

Get behind the "BLACKSTONE". If you want any advice or assistance in broadening your sales, let us know.

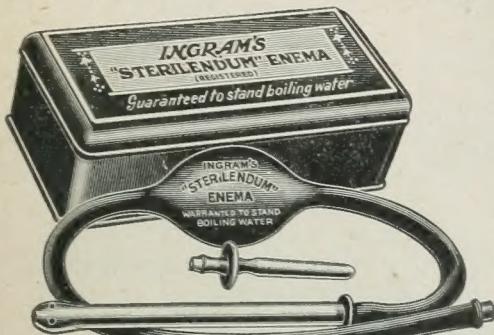
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BLACKSTONE CIGARS
10c They are Safe

THE GENERAL CIGAR CO., LIMITED
137 MCGILL STREET - MONTREAL

Licorice, extra select, lb.	\$0.45	Staff, C. P., hagen, lb.	\$1.75	Nitrate, lb.	\$0.70	Granulated, lb.	\$0.75
" pulv., lb.	.40	Macc, lb.	1.20	Oxalate, oz.	.10	" free from Arsenic,	.25
Marigold, lb.	.40	Seal, lb.	1.30	Salic. ate., oz.	.15	Oz.	.25
Mandrake, gr'd., lb.	.45	Lorillard's, lb.	1.90	Sulphide, oz.	.15	Hypophosphite, oz.	.60
Marshmallow, lb.	.75	Sapg, Arserical, lb.	.40	Strychnine, oz.	.25	Iodide, oz.	.60
Orris, lb.	.40	Castile, pulv., lb.	.20	Arsenite, oz.	.30	Lactate, oz.	.35
" pulv., lb.	.50	Curd, lb.	.40	Glycophosphate, oz.	3.10	Metal, pure, oz.	.10
Paracera Brava	.60	Cocoanut, lb.	.25	Hydrochlorate, oz.	.25	Nitrate, pure, oz.	.25
Pearl, gr.	.50	Soft, lb.	.30	Hypophos, oz.	.25	Oleate, oz.	.15
Perfume, gr.	.40	Viride, lb.	.60	Nitrate, oz.	.25	Oxide, lb.	.30
Perfume, lb.	1.50	Whale Oil, lb.	.20	Sulphate, oz.	.25	" pure, lb.	.40
Perfume, L. L. 100, lb.	1.50	Soda, Acetate, lb.	.35	Phosphate, oz.	3.30	" Hubbucks, lb.	1.10
Perfume, L. L. 100, lb.	1.75	" Aluminate, oz.	.12	Valerianate, 1/2 oz.	.80	" dry process, lb.	.40
Perfume, Turkey (so called)	.30	and Ammonia Phos. (Micro-		Strychnine, 15 gr. bot, each	.60	Permanganate, oz.	.70
" pulv., oz.	.35	scini Salts), lb.	.85	Tablets, box, each	.65	Phosphate	.25
Sarsaparilla, Honduras,	1.25	Arsenate, pure, dry, oz.	.15	Succus, Conium, lb.	1.10	Phosphide, oz.	.35
" Mexican, lb.	.90	Arsenite, pure, oz.	.20	Tarax, lb.	1.60	Salicylate, oz.	.80
Sassafras, lb.	2.00	Ash, lb.	.07	Sulfonal, oz.	1.50	Stearate, oz.	.15
Servaline, lb.	1.10	Benzoate, oz.	.15	Salphaminol, oz.	2.00	" Comp., oz.	.60
Servaline, oz.	.30	Biscarb, lb.	.09	Sulphur, Chloride, oz.	.15	Sulphate, pure, oz.	.20
"	.75	" Chance's, lb.	.10	Iodide, oz.	.50	" C.P., Cryst., lb.	.30
Squills, white, lb.	.35	Bichromate, fused, oz.	.15	Precipitated, lb.	.40	" C.P., Gran., lb.	.30
" Pulv., lb.	.45	Biphosphate, oz.	.15	Powdered, lb.	.50	" C.P., dried, lb.	.40
Saccharine Amer., oz.	.30	Bisulphite, pure, oz.	.15	Sublimed, lb.	.07	Sulphide, pure, oz.	.15
Saccharine Amer., oz.	.15	Blouphite, lb.	.25	Extra, lb.	.12	Sulphite, oz.	.20
Saccharine Amer., oz.	.85	Pure, dry, oz.	.10	Res., lb.	.10	Sulphocarb, oz.	.15
Saccharine Amer., oz.	1.50	Bitartrate, Cryst., oz.	.15	Vilum, lb.	.20	Valerianate, pulv., oz.	.70
Saccharine Amer., lb.	.30	Bromide, gran., lb.	.65	Tamarids, lb.	.21	" Cryst., oz.	.45
Carlshad artificial, lb.	.30	Cocodylate, 1/2 oz., each.	.50	Tannalbin, oz.	.75	TINCTURES	
Fissum, lb.	.08	Carb., C.P., Cryst., lb.	.35	Tannigen, oz.	1.00	Aconite	.85
Heward's, lb.	.12	" C.P., dried, lb.	.35	Tannin, oz.	.60	Aloes	.90
Gauher, lb.	.05	Caustic, gran., lb.	.21	Tar, Barbadoes, lb.	.40	Aloes and myrrh	1.15
Sal Nitre, cryst., lb.	.28	" Sticks, lb.	.60	Stockholm, lb.	.60	Arnica	.70
" gran., lb.	.25	Sticks, pure, by		Terebene, oz.	.20	Asafoetida	1.20
Prunella, lb.	.65	alcohol, lb.	1.25	Terpin, Hydrate, oz.	.15	Belladonna leaves	.75
Rochele, lb.	.50	Chlorate, oz.	.10	Terpinol, Liquid, oz.	.80	Benzoin	1.15
Soda, lb.	.04	Choleate, oz.	.45	Theobromine, oz.	.90	Benzoin, comp.	1.30
Salicin, oz.	1.60	Chloride, pure, oz.	.10	and Soda Salicylate, oz.	.55	Blood root	.125
Sal. L. oz.	.15	Cinnamate, 1/2 oz., each.	.15	Thiocin, oz.	3.40	Birchu	.85
Sal. phen, oz.	1.75	Citrate, oz.	.20	Theocine, Soda Acetate, oz.	4.50	Calendula	1.75
Sanguinarine, Alkaloid, 5 gr.	.35	Ethylate, dry, oz.	1.35	Thiocoll, substitute, oz.	1.25	Cannabis, Indica	4.00
" bot., each	.45	Fluoride, oz.	.15	Thiiform, 25 gram.	.75	Cantharides	1.20
Nitrate 5 gr. bots., each	.45	Formate, oz.	.15	Thiol, oz.	.40	Capsicum	
Santone, oz.	15.00	Glycerinophosphate, oz.	.25	Thiosinamine, oz.	3.15	Capsicum and myrrh	1.40
Santyl, Liquid, oz.	2.20	Hypochlorite, Solution, oz.	.10	Thorium, Nitrate, oz.	2.10	Cardamom	.60
Capsules, 30 in box	.75	Hyposulphite, oz.	.55	Thymol, oz.	1.00	Catechu	.75
Saponin, 1/2 oz. bot., each.	.13	Hyposulphite, lb. C.P.	.80	Thyroidine, oz.	1.35	Cimicifuga	1.15
Scopolamine, hydrochlor, 5 gr.	.65	Iodide, oz.	.45	Tin, Metal Sticks, oz.	.25	Cinchona, comp.	.95
gr. bots., each	.65	Lactate, Syr., oz.	.25	Granulates, lb.	2.50	Cinnamon	.95
Seeds, Angelica, lb.	1.00	Meconate, oz.	2.25	Powder, fine, oz.	.25	Colchicum root	1.00
" pulv., lb.	.35	Metaphosphate, oz.	.20	Rasped, oz.	.25	Colchicum seed	1.00
" Star, lb.	.60	Nitrate, Crude, lb.	.15	Toluene, lb.	.45	Coimbo	.70
Burdock, lb.	.40	Nitrate, Pure Cryst., oz.	.10	Tow, lb.	.50	Cardwear	.50
Catnip, lb.	.15	Nitro-prusside, oz.	.65	Tribromphenol, oz.	1.60	Digitalis	6.85
Celand. in. Desert, lb.	1.50	Nitrate, oz.	.10	Bismuth, oz.	1.00	Ferrie chloride	.5
Part., lb.	.25	Oxalate, oz.	.15	Tumenal, 25 grammes for	.55	Geesemium	.85
Celeri, lb.	.50	Oxalate, oz.	.20	Turpentine, chian, oz.	1.50	Gentian	.60
Caraway, lb.	.25	Sulphate, C.P., Cryst., lb.	.35	Venice, lb.	.35	Gentian, comp.	.60
Cinnamon, pulv., lb.	.30	Soda, Phosphate, gran., lb.	.15	Unguentum, Crede, oz.	2.00	Ginger	1.10
C. L. pulv., lb.	4.35	C. P., Cryst., lb.	.50	Uranium, Acetate, oz.	2.00	Green soap	.75
Dim. 1, lb.	.4	C. P., pulv., lb.	.55	Chloride, oz.	.60	Guaiac	1.25
Perfume, lb.	.30	Salicylate, lb.	.75	Nitrate, oz.	.45	Guaiac ammon.	1.26
" pulv., lb.	.35	Natural, oz.	1.00	Urea Crystals, Pure, oz.	.85	Hydрастic	2.60
Pure, 1/2 oz.	.1	Silicate, lb.	.13	Nitrate, oz.	.65	Hyscynamus	.85
Pure ground, lb.		Sulphate, C.P., Cryst., lb.	.35	Iodine	.75	Iodine	.75
Foenugreek, pulv., lb.	.15	Soda Sulphate, C.P., dried,	.30	colorless	.80	Iodine, colorless	.80
Hemp, lb.	.20	lb.	.12	Churchill's	2.00	Iodine, Churchill's	2.00
" pulv., lb.	.20	Sulphite, Cryst., or Gran.	.25	Ipecac		Ipecac	1.30
" pulv., lb.	.45	lb.	.25	Iron, citre-chloride		Iron, citre-chloride	.85
" pulv., lb.	.4	" C.P., lb.	.25	Iron, muriate		Iron, muriate	.35
" pulv., lb.	.30	" Dried, C.P., lb.	.35	Jalap		Jalap	1.70
Pure, 1/2 oz.	.35	Sulphocarb, oz.	.15	Urethane		Kino	1.45
Pure ground, lb.	.1	Tartrate, C.P., oz.	.65	Vanilline		Krameria	.90
Pure ground, lb.		Spomatoze, oz.	.60	Veratrina, pure, 1/2 oz.	.55	Lauder Cope	1.15
Foenugreek, pulv., lb.	.15	Stomat., oz.	.60	Verdigris balls, lb.	.60	Lemon peel	1.70
Hemp, lb.	.20	Sparmaceti, lb.	.75	Pulverized, lb.	.60	Lobelia	.85
" pulv., oz.	.05	Spirits Ammon., Aromat, lb.	.85	Veronal, substitute, oz.	1.00	Myrrh	1.30
Rape, lb.	.20	Camphor, lb.	1.15	Vinegar, Cantharides, lb.	.90	Myrrh and capsicum	1.40
" pulv., lb.	.75	Chloroform, lb.	1.05	Wax, Bayberry, lb.	.80	Nutgall	1.20
" pulv., lb.	.80	Sodium, Metal, oz.	.70	Brazil, or Carnauba, lb.	1.00	Nux vomica	.89
Strimonium, lb.	.80	Solution		Jatam, lb.	.45	Opium, camphorated	1.20
Strophanthus, lb.	4.00	Dobell's, lb.	.40	Paraffine, lb.	.16	Opium (laudanum)	1.45
" grained, lb.		Fehlings, No. 1, oz.	.05	White, No. 1, lb.	1.45	Orange peel	1.10
Selenium, in sticks, oz.	1.50	Fehlings, No. 2, oz.	.10	White, No. 2, lb.	.60	Quassia	.65
"	.1	Hydrag, Bichlor, lb.	.65	Yellow (Beeswax), lb.	.70	Rhubarb	.65
Silver Bromide, oz.	2.00	Nitroglycerine, 1 p.c. oz.	.20	Xylool, oz.	.15	Rubiar, aromatic	1.40
Chloride, oz.	1.15	Vlemmicks (Calc. Sulph.), lb.	.65	Yohimbine, Cryst., 1 gram		Sanguinaria	1.35
e, 1/2 oz., each	.25	lb.	.65	tube, each	1.05	Saponaria	1.20
"		Sparmaceti, lb.	.75	Tablets, (tubes of 10), each	.50	Serpylaria	
Silver Neucinate, oz.	.85	Spirits Ammon., Aromat, lb.	.85	Zinc, Acetate, pure, oz.	.15	Squill	.80
"		Camphor, lb.	1.15	Benzoate, oz.	.60	Stavesacre	1.10
"		Chloroform, lb.	1.05	Braille, oz.	.40	Stomach Tonic	.80
"		Stannous, Chloride, C.P., oz.	.25	Carbonate, oz.	.85	Valeria	.75
"		Stannic, Chloride, oz.	.60	Precip., oz.	.15	"	1.25
Starch, powd., lb.	.15	Starch, pulv., lb.	.15	Chloride, fused, oz.	.20	"	.75
Stearine, lb.	.60	Spirate, Cryst., 1 p.c.	.60	" granul., oz.	.20	"	.75
"		oz.	.60	Cyanide, oz.	.25	Veratrum, Viride	1.
"				Ferricyanide, oz.	.40	" sulphur	3.10
"							

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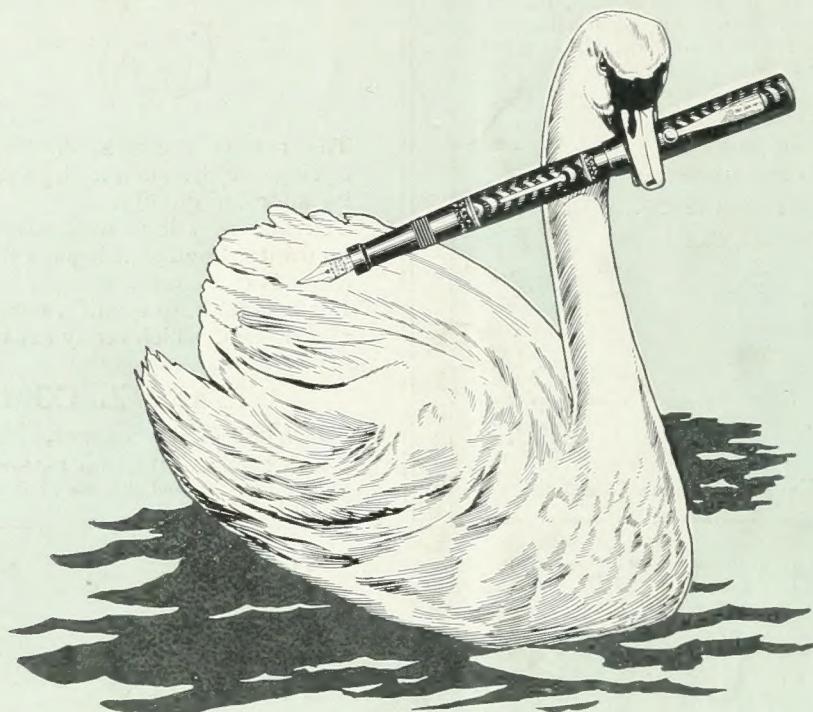
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